

CHEMIST & DRUGGIST

The newsweekly for pharmacy

April 11, 1987

a Benn publication

Council seeks
2km limit and
policy on minimum
pharmacy sizes

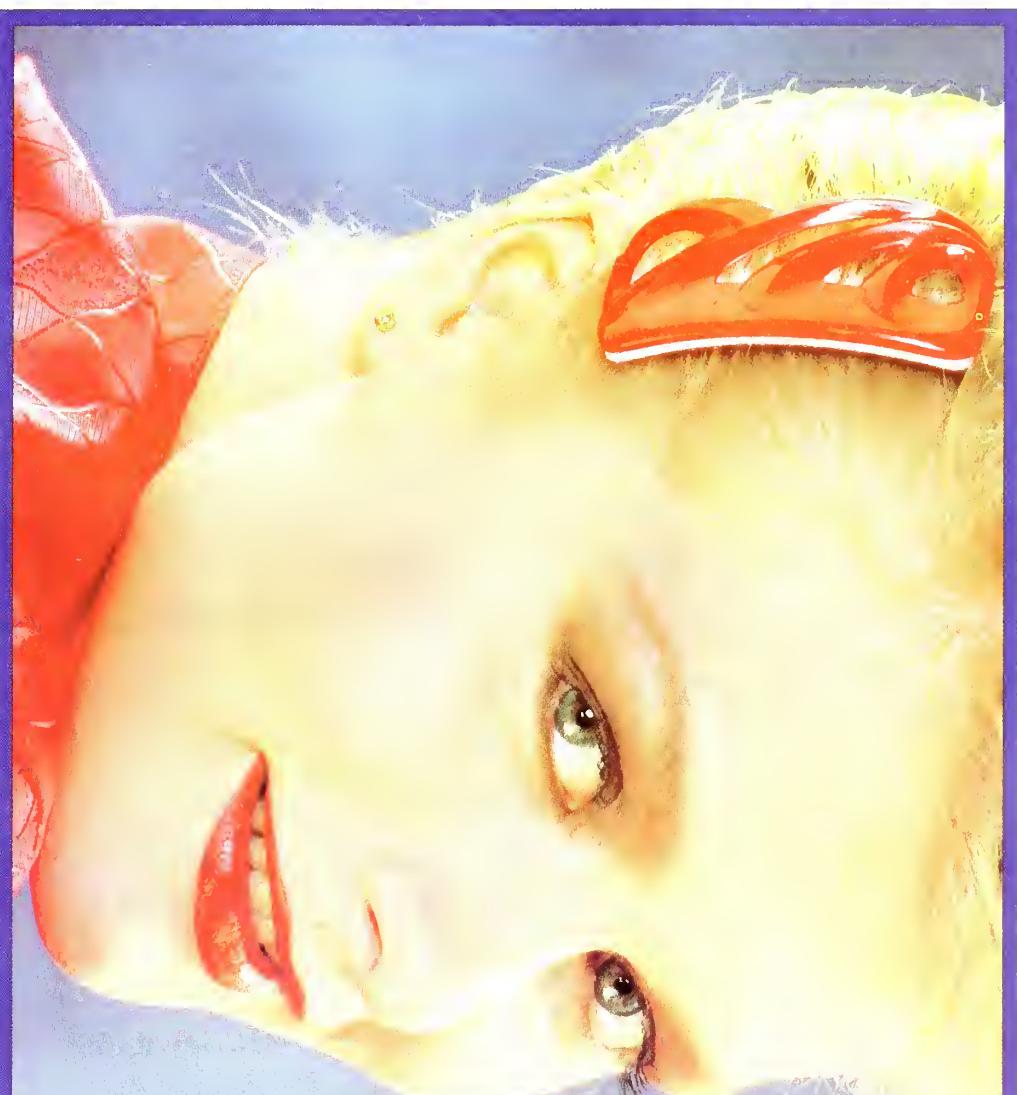
An AAH first:
franchising the
Vantage way

Wellcome act
on private (PI)s

'Revise script
charge': Labour

Lord Tonypandy
pays tribute
to pharmacy

NPA 'first'
for North West



INSECTICIDES & AIR
FRESHENERS

WHICHEVER WAY YOU LOOK AT IT
Lady Jayne is fashion

INSECTICIDES & AIR
FRESHENERS
ESPECIAL FEATURE



HELP A MILLION COUPLES BECOME PARENTS

At any one time around one million women are trying to get pregnant. Yet many of them will find it taking up to two years to succeed. And for some it can be even longer.

By monitoring Luteinising Hormone (LH) levels, home ovulation tests have now made it possible for these couples to predict peak fertility and so improve their chances of conceiving.

But now that you can recommend Clearplan, you can give your customers even greater help.

That's because Clearplan is the most reliable home ovulation test

available since it's the only one to contain 10 tests, so ensuring accurate testing even for women with irregular cycles.

Clearplan is also the simplest home test available - with no test tubes, droppers or pipetting involved. Taking just 30 minutes a day to carry out, Clearplan gives a clear easy-to-record result that's more than 98%

accurate in detecting the LH surge that usually occurs up to 36 hours before ovulation.

Having been successfully used in fertility clinics, Clearplan is now available through pharmacies. And as it comes from Unipath, makers of Clearblue, you can be sure it will receive extensive trade and marketing support in addition to a major consumer advertising campaign.

So you should plan to stock Clearplan. As the most reliable test available it's another chance for you to help your customers. While for them, it could be the chance of a lifetime.

CLEARPLAN
OVULATION TEST SYSTEM

YOU CAN'T RECOMMEND A MORE RELIABLE TEST

IN THIS ISSUE

Labour MPs and Peers press for script charge revision	634
Council seeks minimum size for pharmacies	634
Wellcome act on private (PI)s	635
Lord Tonypandy pays tribute to pharmacy and Dengar Evans	637
Pharmaceutical Society goes for 2km rural limit	655, 656, 657
Insecticides & Air Fresheners — special feature	658
Good PR begins at home -- NPA North-West Conference	661
AAH launch pharmacy franchise scheme with Dawe buy	667
Topical reflections by Xrayser	639
Letters	666
Counterpoints	640
Business news	667
Prescription specialities	650
Classified advertisements	670
PSNI Council; news extra	665
People	672

COMMENT



The AAH pharmacy franchise agreement announced this week is bold, imaginative and timely, coinciding as it does with the long-awaited introduction of NHS contract limitation. It gives the pharmacist-manager with a little capital access to the role of the proprietor/superintendent pharmacist at the very time when the scarcity of pharmacies is starting to push up the price of goodwill beyond the reach of all but the very bravest would-be independent. It does give access to that world, but at a price — the loss of independence.

The cash price itself, taken over ten years including the buy-out option, is not necessarily punitive — AAH say they will be mindful of particular business circumstances. And there will be no interference in the running of the dispensary. The loss of independence comes in the front shop, though whether this will be beneficial or detrimental to pharmacy depends on how AAH exercise control.

And it is in the front shop that the franchise will impose itself on the public, and, like it or not, on the face of retail pharmacy. Vantage is the name of the game.



Advantage is the goal of AAH, both for itself and its franchisee. But the key is that the front shop will be created in the image, not of an individual pharmacist, but of the Vantage marketing men.

Now many marketing men have for years been trying to meld the caring pharmacist professional and his non-retail inclined *alter ego*, into a money-making whole, with varying degrees of success. The difficulty, both for manufacturing companies and for symbol group wholesalers is that many pharmacists don't take kindly to putting their retail houses in order, if it means toeing someone else's marketing and promotional party line. However, for the AAH franchise there will be little or no option. But AAH, through Vantage, may be able to do for its pharmacy franchisees the very

thing the Society was unable to do for the profession because of the Dickson judgment — "professionalise" pharmacy.

Pharmacy standards and, more particularly, look and image, need tightening up. In the wake of the new contract the profession's leaders are currently seeking to do just that. Whether they expected a helping hand is beside the point until AAH sign up sufficient groups or chains to make an impact.

The question for pharmacists is whether they will want to lose their identity more completely than ever before in the name of symbol market trading, for the sake of a limited "independence" and a clean, wholesome and healthy pharmacy face. While not suggesting that AAH are either capable of, or proposing to, sanitise pharmacy with a "Kentucky Fried Chicken" style franchise look, the monopolistic pattern that will stem from this initiative is, in our view, undesirable for the profession. But it could be the only route to set independents through the expected post-contract rise in business values. Better this than all chain-owned for ever.



Pavitt and Peston attack script charges

Labour backbenchers in both the Commons and Lords have made a fresh call to the Government to reappraise its policy on prescription charges.

In a Parliamentary motion tabled in the Commons by Mr Laurie Pavitt, the MPs argue that current charges are anomalous and inequitable, "with the present level of charges now 1,200 per cent higher than in 1979 acting as a financial deterrent for patients in obtaining the necessary medical treatment".

Mr Pavitt and his colleagues urge the Government to take immediate action to "mount a revision of present arrangements" to pave the way for the ultimate removal of prescription charges on a phased basis.

In the Lords, in a maiden speech, Lord Peston recalled that he had supported the introduction of the limited list, and said he would continue to support greater rationality in prescribing. "But high prescription charges even though they fall on only half of all patients, go further than that. They may cause the doctor to prescribe too much at a time, and the patient not to purchase what the doctor regards as necessary, therefore adding to the so-called problem of non-compliance".

Lord Peston strongly supported the recommendation in the Nuffield Foundation report — he was a member of the inquiry team — that there should be an enhanced advisory and counselling role for the pharmacist in the NHS. While stressing that the pharmacist should not get in the way of the GP, he said. "There is now a growing tendency for patients to ask the pharmacist for advice because the total cost of all the items on the prescription form is more than can be afforded".

Lord Peston said such questions placed the pharmacist in the impossible position of having to respond to the question "What does the doctor want me to have?". He suggested that any additional money needed to finance a recasting of the prescription charge system should be provided by an increase in excise duty.

Lord Ennals, who opened a debate on the Health Service from the Labour front bench, pointed out that out of the 80 million prescriptions that were paid for about 32 per cent were for items that cost less than £2.40 — the charge per item. As no lower charge could be imposed it meant that the Government was making a

profit out of any prescription costing less than £2.40.

Lord Ennals, who recalled that when he was Social Services Secretary in the last Labour Government prescription charges were 20p, commented: "Talk about penalising the sick!"

He emphasised that according to the Pharmaceutical Services Negotiating Committee there were about 100,000 patients a year who could not afford to have all that was prescribed.

Lord Winstanley (Lib) also agreed that it was a "deplorable situation" that there should be thousands of people going to the chemist every week and asking "Which of these items must I have?". While confirming that he would prefer no charges at all, Lord Winstanley insisted, "If there must be a charge, it should be a charge for the use of the service which would be more equitable".

Lord Dunleath (Ind) suggested that the Government should provide £25,000 for two years to finance a preliminary study in Northern Ireland of the efficacy and scientific basis of homoeopathy. He reminded Ministers that the London Faculty of Homoeopathy had recommended Northern Ireland with its compact community, as being an ideal situation for such an exercise.

Lord Dunleath argued that such a study should be linked with a referral clinic, and maintained that as the bill for drugs and prescriptions in Northern Ireland alone totalled £56.9m in 1983 the cost involved would be insignificant.

Lord Hesketh, who replied to the debate on behalf of the Government, again underlined the fact that the recent increase in prescription charges of around nine per cent was broadly in line with the rising costs of medicines.

He answered the complaint that 30 per cent of prescriptions cost less than the charge made by saying "the remaining 70 per cent cost rather more than the prescription charge".

■ Between the financial years 1980-81 and 1985-86, expenditure on NHS drugs in England increased by 21 per cent in real terms, Minister for Health Mr Tony Newton told the Commons on Tuesday. Mr David Heathcote-Amory (Con) again called for action to control "the escalating lost of scripts". He claimed that many GPs were still wasteful and said they should be encouraged to prescribe generics.

PSGB calls for 'minimum size' for pharmacies

The Pharmaceutical Society's Council is to consider formulating a policy on the minimum size of retail pharmacies.

The decision arose at this month's Council meeting after further consideration of a new pharmacy which has caused concern because of its small size. The pharmacy is within a private health centre owned by the doctors practising there. One of the Society's inspectors has visited the new pharmacy and could find no evidence that it was so small as to jeopardise the service offered to the public. A full pharmaceutical service was provided.

Council member Dr H. Maddock wanted to see a policy developed by those who were practising day to day, as opposed to the authority which was administering policy. The vice-president Mr B. Silverman, said that if there was to be a policy concerning the minimum number of square feet which constituted a retail pharmacy business, it would be debated and formulated by the Council. It would be put to the appropriate Committee in due course.

Mrs M. Rawlings said that there was a need to define again what constituted a comprehensive service. On the one side there was dispensing, and on the other side was what could be loosely defined as health care, the provision of over the counter medicines, advice to the public, etc. She suggested that the pharmacy under discussion could hardly be said to fulfill those requirements. Council agreed that the matter be referred to an appropriate committee.

MPs debate new contract

The House of Commons was to debate the new contract for pharmacies on Wednesday night as C&D went to Press.

The debate, is on the "prayer" motion of the Labour Party leadership on the NHS (General Medical and Pharmaceutical Services) Amendment No 2 Regulations. At the time the motion was laid Labour leaders indicated the debate would be a "probing operation".

It is thought they will not vote against the Regulations.

Wellcome check on private (PI)s

The Wellcome Foundation is considering legal action against a number of pharmacies alleged to have dispensed Eusaprim labelled as Septrin against scripts calling for Septrin.

C&D understands a letter, from solicitors Theodore Goddard acting for Wellcome, has been sent to a number of pharmacies in the Sheffield area. The letter states that subsidiary companies of Wellcome, particularly those in Belgium and Italy, manufacture the same product as Septrin, but "with different markings or moulded impressions, and they sell it in their countries under the name Eusaprim".

The letter goes on to say: "On (blankspace) February 1987, in response to a private prescription for 'Septrin Forte tabs b.d. x 5 days ten tabs' issued to (blankspace) you supplied ten tablets in a container to which you applied a label describing the tablets as Septrin Forte. We enclose a copy of your label . . .

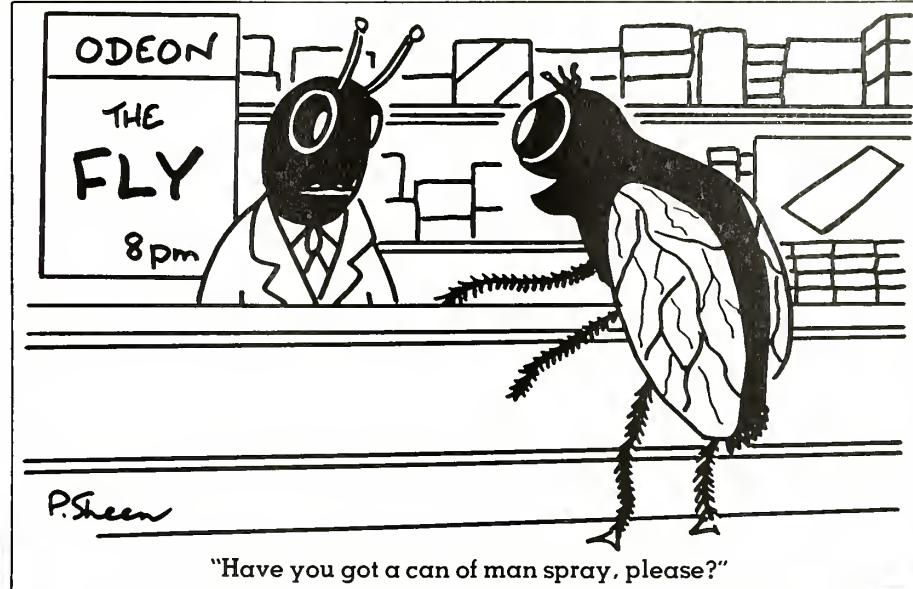
"Our clients have inspected the tablets which you dispensed, and have reason to believe that those tablets were originally made and sold under the name Eusaprim Forte. The affixing of a label to a container into which you have put Eusaprim tablets, and which describes the goods as Septrin tablets, is an infringement of our client's trade mark rights in the trade mark Septrin."

The letter goes on to say that if Wellcome receive the invoice, or a copy, relating to the purchase of the tablets dispensed and the container, together with

Alliance plans healthy future

In a new Liberal-SDP Alliance policy statement on health published on Monday, a "2 per cent real increase in expenditure every year" on the NHS is promised.

This would be designed to ensure that "services are maintained at least at their present level, taking into account demographic changes (the increasing proportion of the elderly in our population) and medical advances." Other commitments include: early action to increase the pay of those NHS staff whose income has fallen furthest behind since 1979; the creation of a new innovation fund, to tackle inequalities in health care, to improve the "cinderella



an undertaking not to dispense any more Eusaprim or Eusaprim Forte, they will take no further action.

It continues: "If the tablets you dispensed were in fact Septrin Forte tablets, then please simply send us the container from which you took the tablets which you dispensed, and we will be pleased to reimburse postage."

The letter concludes that if the company has not heard within a specified time, the solicitors have instructions to proceed on the basis of a trade mark infringement.

A spokesman for Wellcome confirmed that a number of similar letters had been sent out by the company. "We have not had replies to them all yet; until we get the replies, we cannot say what action will be taken."

Questioned further on the circumstances the surrounding the dispensing of the prescriptions, the spokesman said: "We are treating the matter as *sub judice*. There is a possibility of legal action, so I can't answer any other questions."

services", and to fund new developments and new priorities, and, a first year AIDS budget of at least £60m, to fund AIDS care, facilities and research, with the budget's growth to be revised annually according to need.

There is no specific reference to pharmacy, but a "firm intention", as the NHS is developed, to make adequate resources available for primary health care.

It states: "The more that GPs, for example, are able to call upon support staff to care for patients in their own homes, the less likely it is that hospital admissions will be necessary. The different arms of all local health and social services — hospital, general practitioner, community nursing, health visitor and social work service — need to be more carefully integrated, to ensure that real care is provided".

Brookes back as Guild chief

Mr Bill Brookes has been re-elected president of the Guild of Hospital Pharmacists for a further year. It will be a third term for Mr Brookes, DPhO, Crewe.

In the national member elections for Guild Council, Mr Paul Gurnell, Dr John Pickup and Whitley Council staff side chairman Bob Timson were re-elected. Mr Alan Norgain of North Wales and Mr Paul Sandham of Yorkshire were also elected, replacing Miss Marion Dinwoodie and Mr Colin Hitchings who did not stand again.

The number of district members on the Council has been increased from eight to 12. Mr Michael Earnshaw (North District), Dr Trevor Deeks (Wessex/Oxford), Mr Alan West (South London) and Mrs Susan McCormack (Northern Ireland/West of Scotland) were elected for two years. Mr Peter Croot (North London) was elected for one year. Mr Arthur Williams (Scotland East), Mr V'lain Fenton-May (Wales) and Mr Ron Pate (Midlands) were re-elected.

Win a US trip

All UK hospital pharmacists are eligible for the Guild of Hospital Pharmacists Travenol Intravenous Therapy Award 1987.

The award will be for the best poster idea concerning practice research in IV therapy or related fields. The prize is attendance at the American Society of Hospital Pharmacists mid-year meeting in Atlanta in December. Details from Bill Brookes, DPhO, Leighton Hospital, Crewe (tel: 0270 255141 x 131) or Dr Frank Haines-Nutt, regional QC labs, Torbay Hospital, Torquay (tel: 0803 64567 x 5320). Closing date July 20.

NOW — FROM ERNEST JACKSON!

HEALTHY DIABETIC CEREALS, SNACK BARS, COOKIES.

* A GREAT NEW
SALES OPPORTUNITY

* PHONE YOUR
ORDER TODAY



GREAT NEWS FOR DIABETICS AND GREAT NEWS FOR YOU!

From the largest specialist health food bakery in the UK comes the all-new HEALTH & DIET diabetic range . . . crunchy Breakfast Cereals, tasty Snack Bars, scrumptious Cookies. All formulated exclusively for diabetics, taste-tested and researched by diabetics. So at last they can enjoy the finest health food products on the market, confident that their special dietary needs are being met.

HEALTH & DIET diabetic products are FREE from all artificial colourings, flavourings, preservatives, sorbitol and saccharin.

YOU CAN'T AFFORD TO MISS THIS VALUABLE MARKET

In this country alone there are over six hundred thousand diabetics. Until now they have had no breakfast cereals, snack bars or cookies baked exclusively for them. FULL PAGE ADS IN SPECIALIST MAGAZINES WILL BRING THEM TO YOUR SHOP!

CHECK THESE SELL-ON-SIGHT 'HEALTH & DIET' BRAND DIABETIC PRODUCTS

CRUNCHY OAT & APPLE BREAKFAST CEREAL

with wheatflakes, pear and apple juice, coconut and apple flakes.

TOASTED BRAN

BREAKFAST CEREAL
with wholemeal flour, wheat bran and wheat germ gently toasted.

FRUIT & NUT SNACK BAR
with a mouthwatering mix of apricots, hazelnuts and dates.

CAROB CHIP SNACK BAR
with a crisp chocolatey taste — but just half the calories.

GINGER & NUT COOKIES
Spicy with crunchy peanuts.

COCONUT & BRAN COOKIES
Delicious with the irresistible taste of coconut.

AVAILABLE FROM
YOUR LOCAL ERNEST JACKSON REPRESENTATIVE
OR RING CREDITON (03632) 2251

Ernest Jackson, 29 High Street,
Crediton, Devon EX17 3AP.



Lord Tonypandy pays tribute to pharmacy

Former speaker of the House of Commons George Thomas, now Lord Tonypandy, told Gwent pharmacists last week that there had been a revolution in the pharmacy profession in his lifetime. "Even bigger changes will come in our tomorrows."

Lord Tonypandy said the Pharmaceutical Society was an essential part of our NHS. "The medical profession, also, needs the highest skill that the pharmaceutical profession can bring forward." But society would always need a guarantee that "the people in your calling have integrity, trust and put first the interests of the community."

Sometimes he feared society was becoming too drug orientated. "You, above all, will be people with your finger on the pulse, and know where there are danger signals," he told the 120 guests at the annual dinner of the Gwent Branch of the PSGB held in aid of "Heartbeat Wales", an organisation partially funded by Government to promote heart healthcare.

As president of Heartbeat Wales Lord Tonypandy paid tribute to director Professor J.C. Catford. "This worthwhile cause starts with the young so that they know the advantage of a clean, healthy, wholesome body. The work Professor Catford is doing for hearts in Wales is matching the work other people are doing in the fight against drug addiction."

And Lord Tonypandy thanked Gwent pharmacists for making Heartbeat Wales their special target and for the £500 donation made that night to the cause.

He also paid tribute to Gwent chairman, "orator" Dengar Evans, whom he had known as an "almost life-long friend" since the days when they grew up in neighbouring valleys — the Rhonda for Lord Tonypandy; Blaengawr for Mr Evans. "All of us in Wales are proud of Dengar," said Lord Tonypandy, remembering how they had shared similar ideals and causes. "Dengar has never forgotten how is a son of the valleys. His was the wrong valley," concluded Lord Tonypandy, "But you can't have everything!"

Dengar himself, and then chairman of the Welsh Executive Ian Phillips, paid tribute to Lord Tonypandy. Mr Evans called him "the most outstanding Speaker of this century" and one of the most accessible and friendly. Mr Phillips said Lord Tonypandy had re-awakened the public's appreciation of the history and



Dengar Evans, chairman of the Gwent Branch of the Pharmaceutical Society, hands over a cheque for £500 raised for Heartbeat Wales, to its chairman Lord Tonypandy

pageantry of Parliament and remarked upon his ability to "calm a House that may have been falling into anarchy."

Speaking on April 1, the first day of the new contract, Mr Phillips said he was convinced that it was the way forward for the pharmacy and would benefit, not only the profession, but the public whom we serve."

PSGB president Geoff Booth was prevented by a family illness from

attending the dinner but, in a speech read out by director of public relations Colin Woolford, acknowledged Lord Tonypandy as "a man whose presence has graced many tables, humble and lofty, but always with pleasure for those privileged to be with him." The president also singled out Professor Catford. "He has achieved prominence outside the Principality as well as within, for his most excellent work for Heartbeat Wales."

Guidance on needle exchange

The Pharmaceutical Society has issued the following guidelines for pharmacists involved in schemes to supply clean syringes and needles to addicts.

Participation in such schemes is entirely voluntary and at pharmacists' discretion. The existing facilities should be researched and the pharmacist should liaise with the Local Pharmaceutical Committee (Area Pharmaceutical Committee), the Local Medical Committee (Area Medical Committee) and any local drug abuse teams and clinics.

It should be established how many pharmacists need to take part based on how many local drug abusers are actually injecting. The supply of free syringes and needles should always be made by the pharmacist and supplies should always be accompanied by advice and encouragement to make use of any local drug advisory services. Any leaflets from health education agencies, local drug dependency clinics or "walk-in centres" should be available.

All persons requesting free syringes and needles should be encouraged to surrender used equipment to a designated disposal centre.

Disposal of dirty syringes and needles should be through a recognised sharps disposal system. Some health authorities or Family Practitioner Committees (Health

Boards) may be prepared to channel collections into the service offered to general practitioners or offer additional resources to operate the exchange scheme. Rentokil offer a suitable alternative.

Returned syringes and needles should be put straight into the disposal box by the user. The box may be in the custody of the addict or, if in a pharmacy, should be stored in a secure area and made available to the user who wishes to deposit syringes or needles. It should not be necessary for any member of staff to handle dirty units.

NPA on AIDS...

The National Pharmaceutical Association is stressing the importance of pharmacies for giving information on AIDS.

In a letter to the House of Commons Select Committee inquiring into AIDS problems, NPA director Tim Astill mentions that pharmacists see more people than all the other qualified health professionals put together. He points out that market research has shown the Government's use of pharmacies for the distribution of AIDS leaflets has been most effective.

The submission concludes with the hope that "you will . . . recommend that the pharmacy be used as one of the prime distribution channels" since lack of information or ignorance is the major barrier in tackling AIDS."

Prescribing information

Presentation Opaque white capsules, blue-banded, containing 100mg zidovudine. **Uses** The management of serious manifestations of Human Immunodeficiency virus (HIV) infections in patients with the Acquired Immunodeficiency Syndrome (AIDS) or AIDS-related complex (ARC).

Dosage and administration **Adults:** 200-300mg every four hours, i.e. six times daily, including the night-time dose. Dosing may be more accurately calculated as 3.5mg/kg every four hours. In cases of haematological toxicity, dosage adjustments are required. If the haemoglobin count falls below 7.5g/dl or the neutrophil count below $0.75 \times 10^9/l$ discontinue therapy. See Data Sheet. **Children:** No data available.

Contra-indications, warnings, etc. Contra-indicated in those patients hypersensitive to zidovudine and in those patients with abnormally low neutrophil cell counts or haemoglobin levels. Anaemia (usually occurring after 6 weeks of therapy but occasionally earlier) neutropenia (usually occurring at any time after 4 weeks' therapy) and leucopenia (usually secondary to neutropenia) can be expected

to occur frequently in patients receiving Retrovir, therefore haematological parameters should be carefully monitored. See Data Sheet for dosage adjustments. It is recommended that blood tests are performed at least every two weeks for the first three months of therapy and at least monthly thereafter. Use with caution in patients with pre-existing bone marrow compromise, hepatic or renal impairment. Other reported effects include nausea, headache, rash, abdominal pain, fever, myalgia, paraesthesia, vomiting, insomnia and anorexia. Experience of drug interactions with zidovudine is still limited, therefore care should be taken in combining other drug regimens with Retrovir. Patients should be cautioned about the concomitant use of self-administered medications, especially chronic use of paracetamol. See Data Sheet.

Basic NHS cost £143.25 for 100 capsules (PL3/0239).

Further information is available on request.

The Wellcome Foundation Ltd, Crewe, Cheshire



Wellcome

RETROVIR

zidovudine

Wellcome are pleased to announce the introduction of the first HIV-specific treatment for serious manifestations of Acquired Immunodeficiency Syndrome and AIDS-related complex.

Details of Retrovir (formerly known as AZT) have been forwarded to all members of the medical and pharmaceutical professions. Additional information is available on request.

Retrovir Information Centre
Telephone 0270 583151
Scientific Services Division
The Wellcome Foundation Ltd
Crewe Hall, Crewe, Cheshire, CW1 1UB

Get set for OTC hydrocortisone...

Regulations heralding the transfer of certain hydrocortisone creams from POM to P status were expected to be laid in Parliament towards the end of the week as *C&D* went to press. A Department of Health spokeswoman told *C&D* they were confident OTC hydrocortisone would be available "at the beginning of May".

...and problems

National Pharmaceutical Association director Tim Astill foresees problems for pharmacists with hydrocortisone preparations when they become available OTC.

If, when asked, a patient says he wants the hydrocortisone for something other than the allowed indications, then it is still a POM, and the pharmacist presumably may not sell it, he told the NPA's North-West regional conference (p661).

Mr Astill said the extent of the problem would only become apparent when OTC preparations became available.

GP dispensing up

The number of prescriptions submitted to the Prescription Pricing Authority last year from dispensing doctors rose while those from pharmacists decreased.

The PPA's annual report April 1985-March 1986 shows that the number of prescriptions from dispensing doctors was 21,076,609 (21,043,471 the previous year) while pharmacists, appliance contractors and drug stores dispensed 313,238,355 (323,436,614 in 1984-85). The average cost of a prescription dispensed by a doctor was 516.65p compared with 487.75p for prescriptions dispensed by a pharmacist.

There were 1,976,626 (1,723,062 the previous year) personally administered by prescribing doctors, and prescriptions submitted by other authorities such as the Isle of Man, States of Jersey and Guernsey, accounted for 1,686,761 (1,660,916) leading to a total of 337,978,351 prescriptions dispensed (347,864,063).

Medical Olympics. Morocco, early July. Events include athletics, swimming, cycling and shooting. Details from Dr David Delvin, "General Practitioner," Haymarket Publishing, 30 Lancaster Gate, London W2 3LP (enclosing sae).

Guinness is good for you ...

...Or so we are encouraged to believe. However, from recent publicity it would appear all is not quite so good as the simple advertisement suggests.

Being unversed in the subtleties of stockmarket dealing, or the delicate nuances of take-overs, it is not for me to ponder on the reported paperchase for some £5½m currently exercising the upper management of Guinness. Oh no, I won't be drawn on that! It wouldn't be right for a pharmacist. At least it wouldn't if it didn't affect me or my fellows. But from a report I heard on the radio today, there has been a big shake-up, with considerable re-appraisal of management and trading policies following the public disclosures, which does affect us.

It appears Guinness are to sell off the various retailing concerns they own, among them the Gordon Drummond chain. This could be good or bad news for employees. But if I were one of them, I would be hot-foot to my nearest wholesaler to talk about money. If I were one of the pharmacist directors of the concern, I would cobble together some sort of deal with the holding company, and bring every manager into immediate consultation for a management buy-out, maybe with an individual purchase clause as a negotiated part of the scheme once the buy-out had been agreed in principle.

I don't know how many branches there are, but what an opportunity for those men and women to do themselves and independent pharmacy a bit of good. I have no reason to think Guinness are in a mad rush to unload. They may be inclined to feel warmly toward their employees, and to extend this proposition may appeal to them. Who knows, maybe Guinness could be good for us? It would be good publicity for them.

All I see is a marvellous opportunity to transfer a group of pharmacies back to the people who should logically be the owners — pharmacists. Let's hope this group have the gumption to take the biggest step in their lives. I don't think they would ever regret it!

Wound licking — in safety?

Contract C-Day has come and gone. The new system rules — OK? Having fought off a most serious threat of a leapfrog, by all the means in my power (most of them honourable, but not all) it looks as though

my personal security is a bit better for the first time in two years. A profound relief, as I didn't fancy trying to live on my writing income, boosted by the investment income from a small compensation fund, and what work I could get as a locum.

The steps I took, however, were nothing compared with those so many had to take. Like buying out nearby businesses you didn't want, so they couldn't be turned into leapfrog pharmacies! Like having to move yourself. Like trying the "frighteners" eg trying to get at the suppliers. Or going to the local planning committees to argue against possible changes of use in specific premises. But while I may make my sigh of relief to you, having faced the ruin of my pharmacy, I grieve for the victims of the 488 new applications for premises registration this year.

But it may not be so bad for all of them. Having been leapfrogged once taught me a bit. It had the effect of giving me time to get out on the counter. After the worst year, with scripts down below 1,100 a month, I found the time spent with customers gradually built up a new reputation for caring, and a slow return to viability as people brought me their business. Although not making the figures I used to, I reckon what I do is sounder than before and a lot more satisfying than factory dispensing. But while this sounds smug — even to me — I know I couldn't survive another intercept.

If, and when, I am asked to contribute to a voluntary levy for a compensation fund, there will be an automatic "yes", if for no other reason than that, despite an apparent local security, so many factors apply. It is a personal insurance policy. And I also think we have a responsibility towards fellow professionals who have been clobbered due to a rotten system.

Needle needs

A diabetic customer asked me today if I would be supplying disposables? I replied I would when the official approval was given to us. But it wasn't syringes she meant, but needles which, alas, she had been buying by mail order for use with her glass syringe. Not her original syringe, which had lasted 15 years, but a new one, which measured 100 unit insulin.

She confided she only used the needles once and then discarded them. She had tried the disposable syringes but didn't like them, as she had a very nice pre-metering device which made the actual injecting easier than fiddling around with plastic syringes by hand. I suppose there will be a reason why we should not be able to supply disposable needles in their boxes, 200 at a time?



Skincare from Kanebo

Kanebo's new Exclusive Bio skincare range is formulated for very dry and sensitive skins. The products contain "biologically active" ingredients which are obtained from plants using biotechnology and which are said to be structurally closer to the skin's composition than petroleum-derived synthetics.

The range comprises a cleansing oil, milky facial soap, rich lotion (all 150ml, £17), rich moisture emulsion (150ml, £27) and eye mask elixir (30ml, £30).

Kanebo's Sensai, Silk and the new range will be advertised in women's magazines from September. *Kanebo division of OBL Manufacturing Ltd, Bone Lane, Newbury, Berks RG14 5TD.*

Skin deep

Vichy are including samples of their skin care products with Pifco facial saunas and deep heat massagers.

A sachet of Equalia 2000 will be offered with facial saunas, and a sachet of Vichy body milk and hip and thigh cream with deep heat massagers. The promotion, including over 50,000 samples, will be supported by competitions in local newspapers.

The company have also added a new shade, porcelaine, to the Less Lumineuses range of translucent tinted creams. The new shade, designed for fair skin, comes in normal/combination or dry skin formulations. *Vichy (UK) Ltd, Ashville Trading Estate, Nuffield Way, Abingdon, Oxon OX14 1TJ.*

Skin specialist

Pascall Ltd have appointed a training and development executive for the Jean D'Avezé skincare and cosmetics range.

Daniella Russell is a trained beauty therapist who is available to give advice on



all aspects of the company's make-up and skincare products. She will be concentrating particularly on training therapists in the use of specialised skincare treatments such as facials, and will also advise on product knowledge, retail selling and promotional activity. *Pascall Ltd, Warton House, 150 High Street, London E15 2ND.*

Mandate-try

Shulton are aiming to attract new purchasers to the Mandate range this Spring, with a 30ml trial size after shave lotion (£2.95).

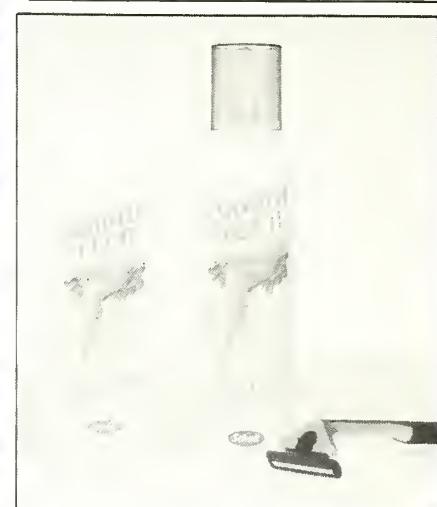
A limited quantity will be available packed in a merchandiser containing 18 units and a complimentary 50ml tester. Each trial pack comes with a range leaflet entitled "Bodylines" to encourage further purchase from the Mandate range. Independent research shows that two-thirds of users test the fragrance before buying, say *Shulton (Great Britain) Ltd, Shulton Court, Wokingham, Berks.*

Insignia ads

Shulton are supporting Insignia with an advertising campaign on national television. Starting from April 27, the campaign will last four to five weeks with upweighted coverage in key sales areas and additional cinema advertising in London from May to September. *Shulton (Great Britain) Ltd, Shulton House, Alexander Court, Wokingham, Berks.*

Elegant Touches

Original Additions are introducing a cuticle conditioning pen to their Elegant Touch nail care range. They are also adding 11 colours of active length Stickers: in the buff, wild orchid, first love, call a copper, sweet watermelon, riviera rose, slice of ice, natural, blooming dawn, radical red and Mars red. *Original Additions (Beauty Products) Ltd, 1 Elystan Business Centre, Springfield Road, Hayes, Middlesex.*



Scholl go for the Smooth Touch

Scholl are introducing Smooth Touch leg shave products backed by sampling and advertising in the women's Press.

Designed to give a smoother shave, the product is available in an aerosol mousse or lotion (both £1.99). A £400,000 promotional spend to support the launch will include full-colour advertisements in women's magazines from June to September and a cover-mount sachet on *Women's Realm*, say *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*

ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland (central)
B Border	G Grapada	Y Yorkshire
C Central	A Angus	HTV Wales & West
CTV Channel Islands	TSW South West	TTS Tyne Tees
LWT London Weekend	TTV Thames Television	TSW South
C4 Channel 4	Bt TV-am	TTS Tyne Tees

Amplex:	C, TVS, LWT, C4
Askit powders:	GTV, STV
Cachet:	All areas
Drakkar No iv:	TVS, LWT, C4
Fiesta kitchen towels:	All areas, C4, Bt
Kavli crispbreads:	TT
Lady Grecian 2000:	STV, Y, TVS
Lipcote:	TTV, TVS, T, SW
Mirair:	All areas
Nurofen:	All areas
Old Spice ovals:	All areas except U, TSW
Pearl soap:	All areas
Pseudouc Babyslips:	Bt
Pretty Polly stockings:	All areas, C4
Robinson's babyfoods:	Bt
Setlers Tums:	All areas
Seven Seas:	All areas
Signal toothpaste:	Bt
Vaseline intensive care:	All areas
Vidal Sassoon:	All areas except Bt, G
Windcheaters:	G, C

Dendron have been appointed distributors of Astley Dye & Chemical's Acdo Travel (£0.75). It is now available with POS material from *Dendron Ltd, 84 Rickmansworth Road, Watford, Herts.*

IS THE INTEREST IN OUR NEW BOTTLE ENTIRELY OVER THE TOP?



Seven Seas pure cod liver oil has long been acknowledged as the number one natural remedy for muscular aches and pains.

And today there is growing scientific evidence to suggest that it's all down to its rather special fatty acids.

For example, in tests amongst sufferers of muscular aches and pains, 92% showed a major clinical improvement when given Seven Seas pure cod liver oil as part of a controlled diet.

But in addition to this encouraging news we've managed to improve our cod liver oil in another way.

We've designed a special bottle top for our new 300ml size so that it is now much easier to screw on and off by the people who need it most, the elderly, the infirm, indeed anyone with rheumatic pains in their arms or hands.



During the coming months we'll be communicating these facts to your customers via a national press advertising campaign.

We'll be using such relevant titles as Arthritis News, Choice, Grandparent and Saga, as well as many popular women's magazines, TV Times and Readers Digest.

It should prove an eye opener for many people. And keep us in our rightful place in the cod liver oil market.

On top.

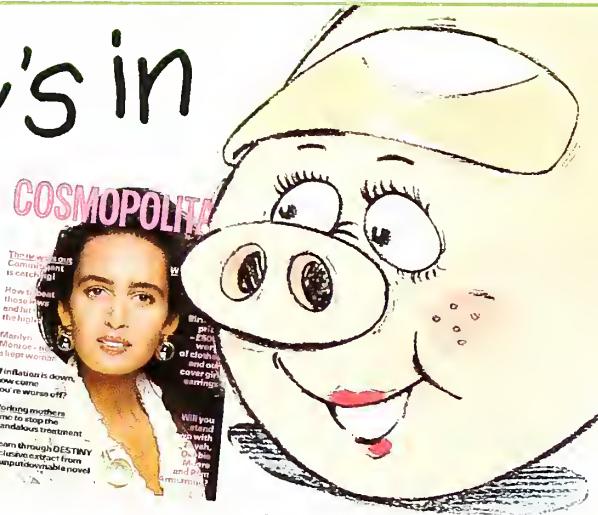
SEVEN SEAS

*The Original
Pure Cod Liver Oil*

Seven Seas Health Care Ltd., Hedon Road, Marfleet, HULL HU9 5NJ. Tel: 0482 75234.

This little piggy's in Cosmopolitan

That's because he's featured in the powerful new ad campaign promoting the Carnation range of Corn Caps and other footcare products to your customers. There's a series of 3 quarter page ads with at least 51 insertions in women's interest magazines like "Cosmopolitan" . . .

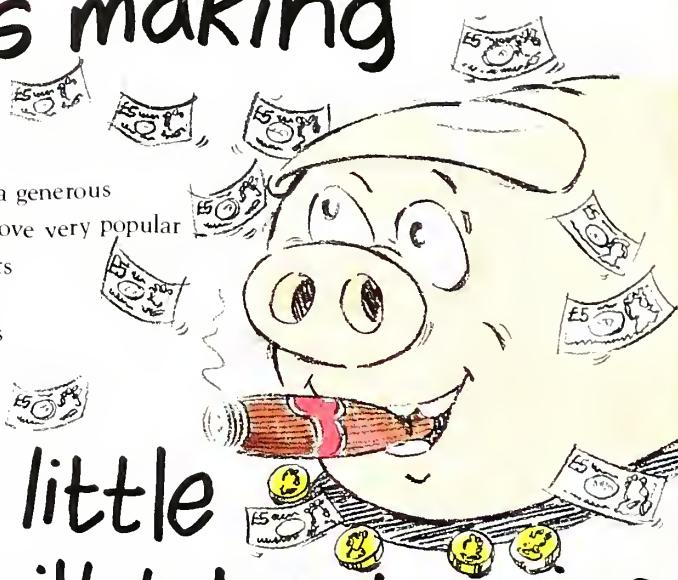


This little piggy's in TV Times

. . . and national press like "TV Times". This means that nearly 80% of our target audience of 20 million women, aged 15 - 24 and 35+, will see the ads an average of 6 times effectively boosting sales . . .

This little piggy's making extra profit

. . . and boosting your profits. Especially since Carnation offer a generous 33 1/3% guaranteed profit margin. Carnation are certain to prove very popular too with their eyecatching packaging and many selling points like the 100% wool mark on all felt products. These are now on the drugs tariff and are available to your customers on prescription. What's more, if you stock up with . . .

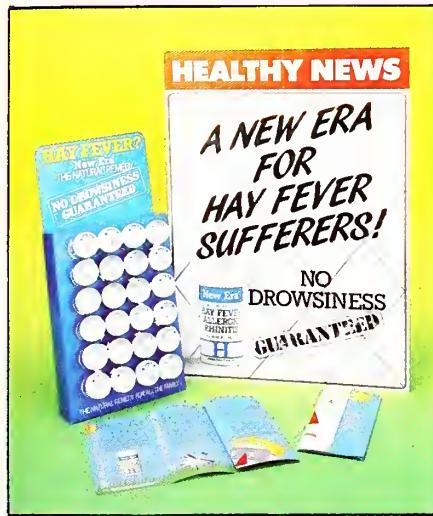


And this little piggy will take the prize

. . . one of our specially selected sales packages, you're in line for a 100% lambswool Carnation sweater or Carnation watch completely free. We'll be sending you details any time now, so put your best foot forward with Carnation.



CARNATION
Complete care for your feet



New Era — wake up for Summer

New Era are backing their Combination H hay fever remedy with a £100,000 advertising campaign, retailer bonuses and new promotional material.

POS material including blue and gold display units for six or 24 tubs, emphasising the "no drowsiness" message are all now available, along with new consumer leaflets giving related information and advice.

And the product will be advertised from the end of May and through June in the *Daily Mail*, *The Sun*, *Daily Mirror* and *The Mail on Sunday* — a campaign designed to coincide with the peak hay fever season. And distributors, Seven Seas, have bonuses for retailers placing early orders. *Seven Seas Health Care Ltd, Marfleet, Kingston-upon-Hull HU9 5NJ.*

Bar none

Bayer Consumer Products have expanded their Sionon range to include two cereal fruit and nut bars.

Sionon soft-bake cereal, fruit and nut bars — which they say are free from artificial additives and sweetened with fructose — are available in two flavours: apricot, and orange and sultana. Each 30g bar (£0.22) has full dietary and nutritional information listed on the wrapper. They are available in display trays of 24 bars. From *Bayer UK Ltd, Consumer Products Division, Bayer House, Strawberry Hill, Newbury, Berks RG13 1JA.*

Holiday time

Kimberly-Clarke are backing Kleenex tissues with a competition to win a free week's holiday every year for ever.

Chemist & Druggist 11 April 1987

To win the use of a two-bedroom poolside apartment on the Costa del Sol for a week in July every year, entrants have to make as many words as possible from the letters of "timeshare resorts". There is also a second prize of a three-piece set of matching Custom luggage and all competitors can choose either a "share cheque" for at least £1,000 towards the purchase of timeshare weeks at the same resort or a voucher worth £10 off a 1987 package holiday. *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.*

Drink to it

A drink which was being sold from door to door at the turn of the century in America is now being backed with a £1.6m promotion campaign in its British national launch.

Original New York Seltzer comes in six flavours — blueberry, black cherry, lemon and lime, vanilla cream, concord grape and raspberry, and is packaged in 250ml (£0.47) bottles. The company claims that no artificial flavour, colour or caffeine is used — but the product is being pushed as a soft drink rather than a health brand.

This Summer a £1m national television campaign will back the drink and sampling will be held at exhibitions, in-store and in a road show touring seaside resorts. The television campaign breaks in late May and runs to September. *Original New York Seltzer (UK) Ltd, Goldcrown House, St Albans Mews, Paddington Green, London W2 1BY.*

Milas are launching new shock absorbing insoles called Protec 7 (£6.99). Distributed by: *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts.*

Display to win with Tambrands

Tambrands are launching a First Response display competition open to all independent and multiple pharmacists.

Tambrands sales representatives will be calling on pharmacists with First Response POS material. First prize is a Philips FCD 563 midi hi-fi system incorporating a compact disc player, twin cassettes, 3-band radio, graphic equalizer and record turn table.

The competition runs until May 31. *Tambrands Ltd, Dunsbury Way, Havant, Hants PO9 5DG.*

Chefaro push

Chefaro Proprietaries are supporting the launch of New Predictor with a £300,000 advertising campaign.

The campaign commences with tube card advertising on 4000 sites until May, followed by women's Press advertising and PR activity during the Summer. *Chefaro Proprietaries Ltd, Science Park, Milton Road, Cambridge CB4 4BH.*

Book exercise

Sanatogen Vitamin library have published a 16-page booklet "All you need to know about vitamins and exercise". It explains the benefits of everyday exercise detailing which activity is best for who, and is available free of charge from *Sanatogen, Freepost, Northampton NN3 1BR.*

STRESS LEADS TO...



Beecham pump sizes up

Beecham are introducing "family size" toothpaste pumps.

They are available in Macleans freshmint and mildmint, and Aquafresh 3 original and mild 'n minty.

The average in-store prices of the Macleans and Aquafresh pumps are £1.69 for the new 200ml family size. *Beecham Proprietaries-Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

It's a gargle!

A UK mouthwash boom could be just around the corner if manufacturers can lift their products out of the "specialist" sector and into the daily routine bracket, according to a new oral hygiene report from Marketpower. Despite a disappointing start, mouthwash sales reached nearly £16m last year.

Denture cleaning materials and fixatives also look set to enjoy a buoyant short term, with sales expected to climb by nearly 2 per cent a year before the close of the decade. Sales of toothbrushes will reach nearly £26m during the same period and toothpaste revenue will top £90m.

In Marketpower's surveys, three quarters of the consumers asked said they would never compromise when it came to buying oral hygiene products, and would always plump for the guarantee of quality which branded goods offered. Own label mouth and tooth care lines, they claimed, were "shoddy". *Oral Hygiene Products report, £85, from Marketpower, 84 Uxbridge Road, London W13 8RA.*



All Fresh moist clean-up wipes are being relaunched this April. A new light-citrus fragrance perfumes the square pads, and packs have been re-designed with a "new fragrance" flash. *Beecham Proprietaries-Medicines, Beecham House, Great West Road, Brentford, Middx TW8 9BD*

Signal for more

Signal toothpaste's £1.2m television advertising campaign, which began last month with national coverage, continues until May 21 on TV-am only.

Aimed primarily at children, the commercial highlights the "first aid for teeth" message using 'space invader' style animation, say *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*



An opportunity for you to profit from

OPAZIMES®

From May 1987 a major new campaign begins...
...with advertisements like these appearing in specialist TV press, womens magazines and the holiday press giving a combined readership of over 36 million (average OTS 9.3).

People will soon be asking you about Opazimes so stock up now.

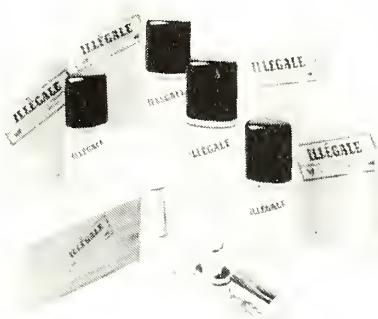
To take advantage of our special bonus deals see your local Leo representative or phone the OTC Department today!

Remember: Only available through pharmacies



DEDICATED TO
THE PHARMACY

OTC Department
Leo Laboratories Ltd
Longwick Road, Princes Risborough
Bucks HP17 9RR. Tel: 08444 7333.



This is Illegale

Alyssa Ashley are launching a new fragrance called Illegale, backed by women's Press advertising throughout the year.

The range, packaged in grey and green cartons stamped with the product name, comprises: parfum purse spray (£10, 5ml); eau de parfum spray (£9, 50ml; £6.50, 25ml), and eau de toilette spray (£7.50, 50ml; £5, 25ml). It is available with POS material and will be advertised with the theme "Illegale — under its influence anything can happen", in *She*, *Woman's World*, *Over 21*, *19*, *Cosmopolitan*, *Company* and *Look Now*, starting in May and intensifying for Autumn and Christmas, say Alyssa Ashley Ltd, 41 Balcombe Road, Horley, Surrey RH6 7HF.

Raffles on Line

Raffles International have been appointed sole UK distributors for Parfums Revillon, Paris.

Revillon's range includes Detchema for women and French Line for men, and the company is planning a programme of purchase promotions and consumer advertising for this year. POS material for both fragrances is now available from Raffles International Ltd, 9 Cork Street, Mayfair, London W1X 1PD.

Colour TV

Poly Hair Care will be supporting Colour Story permanent colorant with television advertising from this week.

The theme of the commercial "merge or emerge," has been used on posters and will be carried through into Press advertising. The television campaign will run across the network for one month and there are plans to re-run in July in selected areas. Total spend over the forthcoming nine months is £2m. Warner Lambert Health Care, Mitchell House, Southampton Road, Eastleigh, Hants.

Steiner are introducing a daily shampoo (£1.95) to their range. Steiner Ltd, Steiner House, 66 Grosvenor Street, London, W1.

Chemist & Druggist 11 April 1987

Shampoo set

Strenol Products are launching Otodox medicated shampoo for dogs and backing it with a £15,000 advertising campaign.

The shampoo (£1.45, 175ml) is formulated for regular deep-cleansing for all types of dog, says the company, which is advertising the product in the *Sunday People*, *Sunday Mirror*, *Our Dogs* and *Kennel Gazette* for three months from May. Distributed by: Farillon Ltd, Ashton Road, Harold Hill, Romford RM3 0PJ.

Being cool

Network Management are adding three new colours to New Lengths (£1.95).

Under the theme "some like it cool", the colours include apricot fizz, pink soda and cool mink. Network Management Ltd, 50 London Road, Brentford, Middx.

Flower power

Jerome Russell Cosmetics have introduced flower butterfly clips (£1.99) designed for curly or straight, long or short hair.

Jerome Russell Cosmetics Ltd, 101 Sunnyside Road, Ilford, Essex IG1 1HY.

Glittering

Chloé Dean Cosmetics are to distribute glitter sun tan mousse (76ml £3.50), a product from America.

The product combines scent, sun-protection and glitter, and is available in SPF 2, 4 and 10. Chloé Dean Cosmetics, 350 Old Street, London EC1V 9DT.



Get In Style

Clyvan are launching a new range of haircare products called In Style developed for the black hair market or any dry or curly hair.

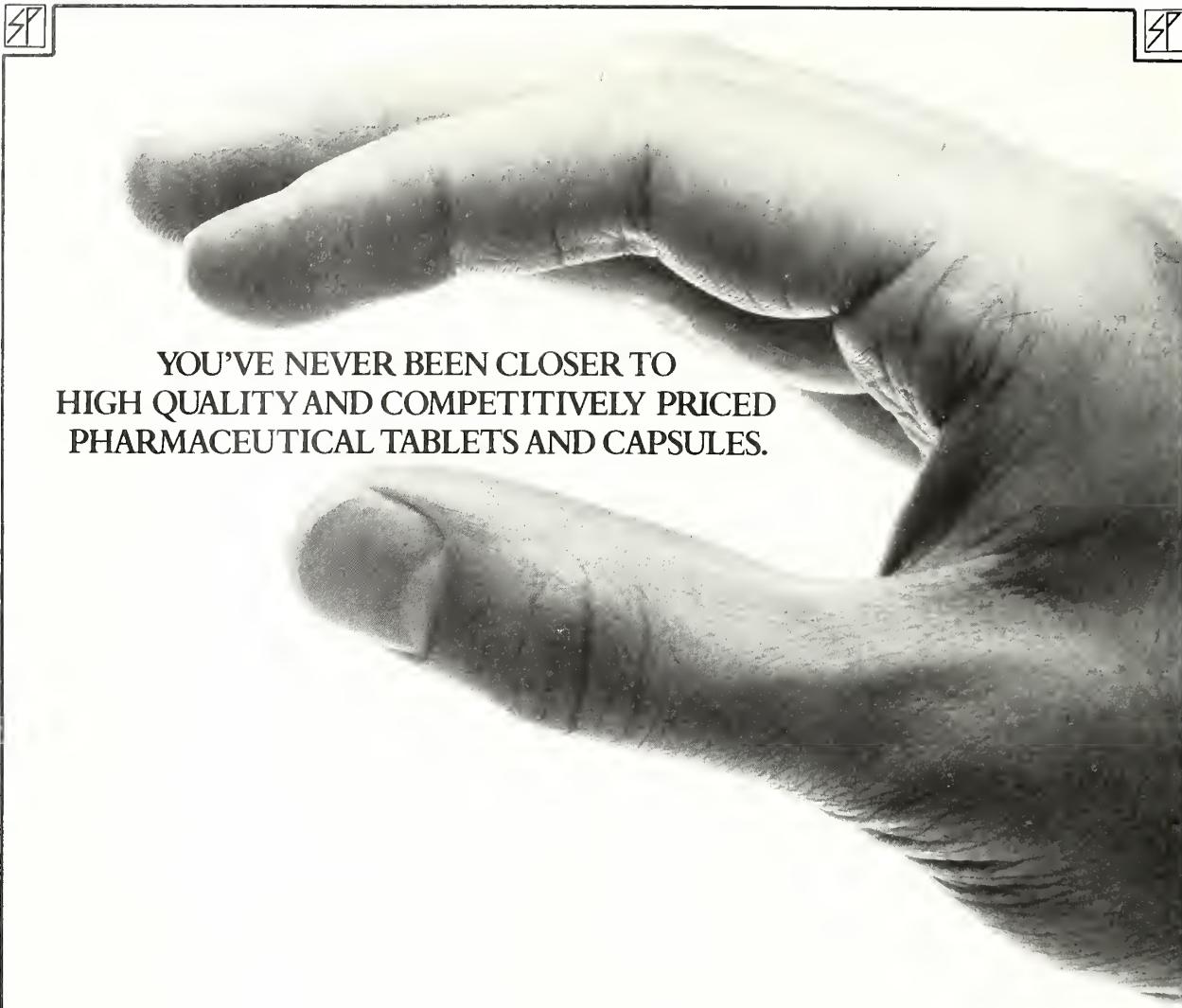
The range has been formulated without animal testing, says the company. It comprises: butter cream shampoo (£2.15, 150g) jar; butter cream conditioner (£2.30, 150g) designed to be used as a pre-conditioner, conditioner or dressing; glossing spray (£3.75, 200ml); conditioning spray (£3.35, 200ml) designed to de-tangle very curly styles; and pomade (£3.95, 150g), a gel which can be used as a conditioner or to provide a hair shimmer, say Clyvan Ltd, 65 Woodrow, London SE18.

Summer shades

Estée Lauder are adding new colours to their cosmetic range for Summer.

Two new soft-finish eyeshadow palettes called the Sunlight quad and Landscapes quad offer hyacinth, rose, pink and black, and sky blue, moss, white and cobalt; Re-Nutriv lipstick is now available in sunny-times red, and Polished Performance in see-through pink; and creme mascara now comes in carnelian, a brown-red, and a bright emerald. Estée Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1.

...TENSION
WHICH
LEADS TO...



YOU'VE NEVER BEEN CLOSER TO
HIGH QUALITY AND COMPETITIVELY PRICED
PHARMACEUTICAL TABLETS AND CAPSULES.

With a brand new factory, we are now one of the most advanced and efficient producers of pharmaceutical tablets and capsules in the U.K.

Our mixing and compounding capacity has been dramatically increased. Our new quality control laboratory, equipped with a wide range of sophisticated instrumentation, will enable us to meet the production demands of the future.

Already we are producing highly successful generic and branded pharmaceutical products. Not only are they of the highest quality, but they are also competitively priced.



SUSSEX pharmaceutical

Charlwoods Road, East Grinstead, Sussex RH19 2HL.
Telephone: (0342) 311311.

... Going to Barbados ...

Sangers Photographics have joined forces with Kodak to offer a prize of a week's holiday for two in Barbados.

Dealers ordering a minimum 100 rolls of Kodak colour film of any type will qualify for the draw, say Sangers. Subsequent orders of 100 films will qualify for further entries.

The winner of the first draw is to be announced on May 5 and there will be further opportunities to win holidays during the Summer, say *Sangers Photographics plc, Priory House, Pitsford Street, Birmingham B18 6LX*.

Spring into tape

BASF are running two on-pack offers this Spring on their audio and video tapes.

Consumers will be able to buy seven hours of blank video tape (as a pack containing an E180 and an E240 tape) for the price of six hours of tape, says the company.

BASF audio tapes carry a 4 + 1 offer: packs of five chromdioxid II C90 tapes include one free tape, says the company. Distributed by *Pharmagen Ltd, Church Road, Perry Barr, Birmingham*.

The beat goes on

Ever Ready are offering pre-recorded cassettes free with Gold Seal alkaline long life batteries.

The "Beat" promotion will appear on over one million blister cards on the entire range of Gold Seal batteries, and will be available from the beginning of May. Three cassettes are being offered — Chartbeat, Heartbeat and Dancebeat — each consisting of eight tracks from original artists. They are free in return for two proofs of purchase per cassette. POS material is available. *Ever Ready Ltd, Ever Ready House, 93 Burleigh Gardens, Southgate, London N14 5AN*.

Kodak on the road

Kodak are staging a series of Kodak Express quality control service roadshows.

The service is part of Kodak's minilab support package which includes equipment, promotions, training and advice.

The Express quality control service is a brand licensing scheme for minilabs designed to allow operators to identify premises as part of the network which extends through Europe, using the logo and POS material while still maintaining their own identity, say Kodak. *Kodak Ltd, Kodak House, Station Road, Hemel Hempstead, Herts*.

... and on TV

Kodak's £6m television campaign for colour print film starts on April 13 and runs in three bursts, on ITV and Channel 4, until September.

Two advertisements feature Auf Wiedersehen Pet star Jimmy Nail at a wedding and on the beach explaining that Kodak Gold film "has the clicknology to produce superbulous piccies" even in fading light.

The television campaign is backed up by advertisements in the enthusiast photographer Press running from April 20 through to December promoting Gold 200, TMax and Ektachrome films, say *Kodak Ltd, Kodak House, Station Road, Hemel Hempstead, Herts*.

Double Scotch

Consumers buying any two special packs of Scotch BX90 five-packs, Scotch XSII 90 triple-packs or Scotch CX90 five-packs will be able to claim £1 refund using the redemption vouchers in the packs. The audio cassette offer closes on August 31. POS for the promotion includes a full colour poster, say *3M UK plc, 3M House, PO Box 1, Bracknell, Berks RG12 1JU*.

A sweater shave

Remington are launching the Fuzz Away battery shaver for clothes.

The pocket-size shaver (£9.99) is designed to remove piling and fuzz from knitted garments, say *Remington Consumer Products Ltd, Apex Tower, Malden Road, New Malden, Surrey*.

Making contact

Mid-Optic have introduced a "contact lens care centre" for pharmacies.

The company claims it is the first display stand for contact lens solutions not being produced for, or by, a particular manufacturer. It measures 8in deep by 15in by 15in by 15in wide by 22in high.

Each stand comes free with six each of 12 different products judged to be the top sellers by *Mid-Optic Ltd, Unit 8, Perkins Industrial Estate, Mansfield Road, Derby*.

Ilford aim High

"Ilford photo centres" will soon be appearing in the High Street backed up by advertisements in the photographic Press.

Retailers agreeing to stock a range of Ilford photographic products and reaching an agreed turnover will be able to join the scheme, says *Ilford Ltd, 14 Tottenham Street, London W1P 0AH*.

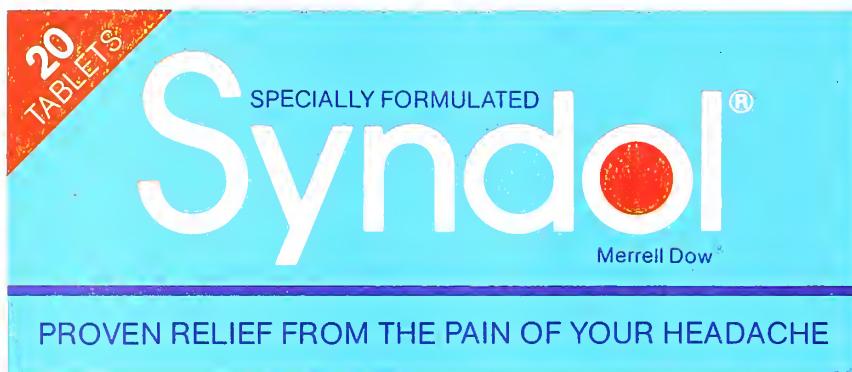
... TENSION
HEADACHE
WHICH
LEADS TO...

(SEE PAGE 643)

Tension headache is more than just an ordinary headache. So Syndol has been formulated as more than just an everyday analgesic. It is specifically designed to treat tension headache.

What is tension headache?

It's the result of a cycle which usually begins with stress, causing muscular tension which results in pain. This pain can be a vice-like pressure round the head, a pressure on top of the head, or pain in the forehead or neck. And it aggravates the symptoms of stress and tension, starting the cycle again.



The special 3-way formulation of Syndol relieves both pain and tension, and breaks the vicious circle.

1. Codeine and paracetamol block pain fast.
2. Caffeine enhances the analgesic effect of paracetamol.
3. Doxylamine succinate has a proven calming action which helps relieve the muscular tension of tension headache.

This unique formulation makes Syndol a truly appropriate treatment to recommend for tension headaches, whenever a patient presents and asks for advice or an analgesic.

SYNDOL – A RECORD OF PRESCRIPTION AND PHARMACY SUCCESS IN THE TREATMENT OF TENSION HEADACHE.

Merrell
Medicines

Confidence in pharmacy

Trademarks: Syndol, Merrell, Dow.

Stress and tension lead to the
pain of a tension headache

SYNDOL®
SPECIFICALLY
FORMULATED
FOR
TENSION
HEADACHE

NEW

NEWHEY



Jumbo SNAPLOCK

NEWHEY JUMBO SNAPLOCK

- A Jumbo size Nappy Pin, specially designed for use with super absorbent overnight Nappy.

NEW

- A development of the original "Snaplock" invented by Newey (Patent applied for).

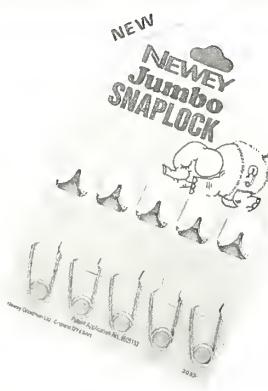
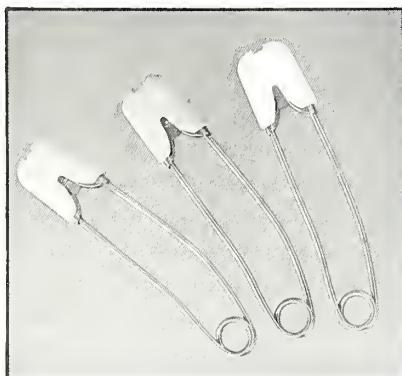
JUMBO SNAPLOCK

- Specially designed for use with super absorbent overnight Nappy.
- New Jumbo size stainless steel Nappy pin with tough acetal locking cap. Available in White, Pink and Blue.
- Packed five per card for extra value.

CONSUMER ADVERTISING SUPPORT

- Jumbo Snaplock will be featured in 'Mother and Baby', and 'Parents' magazines in May and June in full colour advertising.
- Exciting new Point of Sale Display.

JUMBO SNAPLOCK - THE GUARANTEE OF OVERNIGHT SECURITY.



NEWHEY GOODMAN, Sedgley Road West, Tipton, West Midlands

COUNTERPOINTS

Beecham back 2

Beecham Proprietary Medicines are backing Germolene 2 with a £650,000 national television campaign and an extra value offer.

The product will feature in commercials throughout May and June, and this month is being promoted with a 10 per cent extra free offer on the 30g tube, say Beecham Proprietaries-Medicines, Beecham House, Great West Road, Brentford, Middx TW8 9BD.

Hit the bottle

Unichem are extending their own-label portfolio with the addition of feeding bottle steriliser tablets from May 1.

The tablets, which contain sodium dichloroisocyanurate, are strip-packed in child-resistant foil in boxes of 56 (£1.14), which has to be opened with scissors. The product has a shelf life of five years.

An introductory promotion during May offers members the 12-pack at £7.04 (usually £8.58) with a retail price of £0.99 a pack. Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.



Jiffi on display

Jiffi Ltd now have a 30-pack display box containing ten packs of Jiffi flavour, ten of Jiffi with lidocaine, and ten packs of Jiffi gold shaped with spermicide (£33 plus VAT trade).

The company says that their condoms are now manufactured to British Standard 3704, and are tested every six weeks. Chairman Michael Conitzer told C&D that although Jiffi are aimed at fashion shops, some chemists are now stocking the brand. Jiffi Ltd, 44 Wigmore Street, London W1H 9DF.

Thames Laboratories' Salivix pastilles are once again available after two months unavailability due to manufacturing difficulties. Farillon Limited, Ashton Road, Romford, Essex RM3 8AE.

PRESCRIPTION SPECIALITIES

Evans atenolol

Evans Medical have introduced atenolol tablets 100mg, in calendar packs of 28 (£6.50 trade). The 100mg tablets are round, biconvex, brown-coloured, film coated tablets with "Evans" engraved on one side and the product strength "100" and identification code "279" on the reverse. Tests have shown them to be bio-equivalent to the brand leader, say Evans Medical Ltd, 318 High Street North, Dunstable, Beds.

APS are adding presentations of haloperidol and betamethasone cream to their range of generics in May.

The haloperidol tablets are available in four strengths — 1.5mg (500 £10.99), 5mg (500 £31), 10mg (50 £9.49) and 20mg (50 £16.45), while the betamethasone 1 per cent cream is available in 15g (£8.15) and 30g (£13.90 all prices trade) packs.

Approved Prescription Services Ltd, Whitcliffe House, Whitcliffe Road, Cleckheaton, West Yorkshire BD19 3BZ.

The Ileo-B and Comfort ranges of ostomy appliances, currently available as clear, yellow and decorated blue bags are being replaced with a white bag. This change

applies to code numbers 1009, 0107, 0109, 0405 and 0404, say Coloplast Ltd, Bridge House, Orchard Lane, Huntingdon, Cambs PE18 6QT.

Parke-Davis say that bromocriptine (Parlodol, Sandoz) is a suitable alternative for the suppression of lactation for Estrovis, which the company is to discontinue at the end of July. Parke-Davis Research Laboratories, Mitchell House, Southampton Road, Eastleigh, Hants SO5 5RY.

Paines & Byrne will be discontinuing Disipidin insufflation when stocks are exhausted; Viormone oral tablets 5mg, 10mg and 25mg at the end of August 1987, or earlier if stocks are exhausted; and Gonadotrophin FSH injection at the end of December or earlier if stocks are exhausted. Paines & Byrne Ltd, 177 Bilton Road, Greenford, Middx. UB6 7HG.

Surgikos Ltd are offering a free Linkline service to customers from April 15. Linkline — on 0800 833511 (three lines) — will allow direct access, free of charge, to the Surgikos customer service department from anywhere in the country between 9am and 5pm, Monday to Friday. Surgikos Ltd, Kirkton Campus, Livingston, West Lothian.



NOLVADEX-D tablets

Each tablet contains Tamoxifen citrate equivalent to 20 mg Tamoxifen

30



POM



NOLVADEX-FORTE tablets

Each tablet contains Tamoxifen citrate B.P. equivalent to 40 mg Tamoxifen

30



POM



NOLVADEX tablets 10mg

Tamoxifen tablets 10mg

30



POM

'NOLVADEX' QUALITY ICI tamoxifen STILL AT TARIFF PRICE

The 'Nolvadex' range is priced in accordance with the tariff prices for tamoxifen citrate. This means you can dispense a 'Nolvadex' formulation for every tamoxifen prescription you receive and be reimbursed in full.

You are relieved of the need to duplicate stocks and the patient consistently receives the original British product, manufactured and packaged to ICI standards, at no extra cost to the NHS.

'Nolvadex'-D
ICI tamoxifen 20mg

'Nolvadex'-Forte
ICI tamoxifen 40mg

'Nolvadex'
ICI tamoxifen 10mg

'Nolvadex' The original tamoxifen from ICI.

PRESCRIBING NOTES. Use: Treatment of breast cancer. **Presentation:** 'Nolvadex' tablets containing tamoxifen 10mg; 'Nolvadex' D tablets containing tamoxifen 20mg; 'Nolvadex' Forte tablets containing tamoxifen 40mg. **Dosage:** 20 to 40mg daily. **Contraindications:** Pregnancy. **Precautions:** Premenopausal patients must be examined before treatment to exclude possibility of pregnancy. **Side effects:** 'Nolvadex' suppresses menstruation in some patients. Side effects include: hot flushes, vaginal bleeding, pruritus vulvae, gastrointestinal intolerance, tumour flare, light headedness, transient falls in platelet count and occasional fluid retention. Rarely observed side effects include: hypercalcaemia on initiation of therapy in patients



with bony metastases; reversible cystic ovarian swelling on doses of 40mg b.d., and a few cases of visual disturbance, corneal changes and/or retinopathy, mainly with exceptionally high doses over long periods. Thromboembolic events occur rarely during therapy but these have not been causally related to 'Nolvadex'. **Product licence numbers and daily treatment cost:** (based on packs of 30 tablets) 'Nolvadex' (29/0064): 42p (10mg b.d.), 'Nolvadex'-D (29/0155): 31p (20mg o.d.); 'Nolvadex'-Forte (29/0176): 73p (40mg o.d.). 'Nolvadex' is a trademark. Further information is available from ICI Pharmaceuticals (UK), Alderley House, Alderley Park, Macclesfield, Cheshire SK10 4TF.



This could be the last straw for other Baby Juices!

Now the *Brand Leader has
smart new boxes
a straw on every pack
even more advertising money



*Independent consumer audit data:
volume brand leader in ready to drink pure
baby juice sector since February 1986.

Robinsons Pure Baby Juices didn't rest on their brand leadership last year—they just grew and grew. And now Robinsons have made sure that 1987 will be an even better year!

- redesigned packs to echo the Baby Food Range and really stand out on your shelves.
- now a straw on every pack—ideal for toddlers as well as babies, so more sales for you.
- National Television and big spaces in magazines specially selected for their high young-mum readership.
- Thousands of free vouchers for mums to use in your shop.

This colour-coded message on every Robinsons Baby Box, plus the considerable saving over bottles, means that once mums try Robinsons Pure Baby Juices—they go on buying! So stock up and give Robinsons pride of place on your shelves!

*And theres
me! Im Spikey
the star of the
new Robinsons
campaign.*



LOW ACIDITY
NO ADDED SUGAR
NO PRESERVATIVES
NO ARTIFICIAL COLOURING
NO ARTIFICIAL FLAVOURS
NO ARTIFICIAL SWEETENERS

**All you need to know about
stocking and selling Pure Baby Juices
is Robinsons... naturally!**





THERE'S LAXATIVES

AND THERE'S
DUPHAR LACTULOSE

Clear advantages for your customers

Lactulose is widely prescribed by the medical profession. They know that lactulose produces a change in bacterial populations more favourable to a normal bowel function.^{1,2,3} Unlike many laxatives which cause irritation and griping, lactulose has no serious side effects.⁴

That's why lactulose is prescribed for all kinds of patients from infants and pregnant women to the elderly.

Clear advantages for you

Duphar Laboratories, the manufacturers of Colofac, Serc, Influvac Sub-unit, and other valuable prescription medicines, will continue to support your important healthcare role in the community.

In addition, Duphar will help both you and your customers, providing educational materials and information.

You can confidently recommend Duphar lactulose to your customers who seek laxative relief without the unwanted effects of conventional laxatives.

duphar lactulose
lactulose solution BP

The clear solution in constipation

PRESCRIBING INFORMATION: Presentation Lactulose Solution BP containing lactulose 3.35 gm per 5ml. Available in bottles of 300 ml and 1 litre and plastic containers of 5 litres. Basic NHS price £2.61, £7.73 and £38.45. **Indications** 1. Constipation. 2. Hepatic encephalopathy (Portal systemic encephalopathy); hepatic coma. **Dosage and Administration** Constipation: Starting dose - Adults 15 ml twice daily. Children 5-10 years 10 ml twice daily. Children under 5 years 5 ml twice daily. Babies 5 ml daily. Hepatic encephalopathy: 30-50 ml three times daily, and adjust according to response. **Contra-indications, Warnings, etc.**

Contra-indications: Galactosaemia. Gastro-intestinal obstruction. Precautions: Lactose intolerance. **Product Licence Number** 0512/5001.

References: 1. Florent C. et al. J Clin Invest 1985; **75**: 608-613. 2. Palmie P.E. Therapiewoche 1980; **3**: 4045-4049. 3. Hoffman K. et al. Klinische Wochenschrift 1964; **42** (3): 126-130.

4. Sanders J. J Am Ger Soc 1978; **26** (5): 236-239.

Further information is available from: Duphar Laboratories Limited, Gaters Hill, West End, Southampton SO3 3JD. Tel: 0703 472281.

duphar

Colofac, Serc and Influvac Sub-unit are registered trade marks.

Extend rural limit to 2km for uniformity

The Pharmaceutical Society's Council wants the one-mile rural dispensing limit to be increased to 2km (1.24 miles) to provide uniformity with the new controls on contract limitation.

During a discussion at this month's Council meeting on the latest developments regarding new contract legislation, Dr D.H. Maddock said that, although the difference between one mile and 2km was relatively small, perhaps, when the time was appropriate, a request could be made for the Regulations to be made uniform, with the one mile limit in the rural dispensing legislation changed to 2km. The Council agreed.

The secretary and registrar said the Department of Health had been sent 50 names of those nominated to serve on the national appeal panel for England and Wales, and the 40 pharmacists appointed by the Secretaries of State would be told.

Letters were now being received from family practitioner committees seeking nominations (three names) for consideration for appointment as "non-contractor" members of pharmacy practice subcommittees. The matter was being dealt with in the office from the list of nominations received from branches and other bodies, and where appropriate the assistance of Council members in the area concerned was being sought.

The secretary and registrar said that the number of registered pharmacies had increased by 45 since the beginning of the year. The most recent figure for the number of applications for registration in the pipeline was 450, and he estimated that the total would reach some 550.

Doctor/pharmacist relationships. The subject of doctor/pharmacist relationships had been discussed at a recent meeting with the British Medical Association. The Society had supplied details of cases in which premiums were being charged by medical practitioners for a lease for property in which a pharmacy could be conducted. The BMA had supplied the Society with its handbook of medical ethics and notes prepared by the General Medical Services Committee. Council agreed that the subject should be further discussed at the next meeting with the BMA on June 4. Other topics to be discussed will include product liability and the ethics of clinical trials.

Contracting out hospital services. The Practice Committee's community

pharmacy subcommittees considered a report of a meeting on the privatisation of pharmaceutical services in hospitals, attended by representatives of the Department of Health and pharmaceutical organisations. It was agreed that a working party of the subcommittee and Hospital Pharmacists Group Committee should consider the report with a view to producing proposals.

The Ethics Committee had considered proposals from a district pharmaceutical officer to contract out dispensing because of the difficulty of maintaining a full service in the hospital, but there was now no proposal to provide the outpatient service through a single pharmacy. It was agreed that any system of prescription direction which inconvenienced the patient and removed freedom of choice

would be unacceptable under the Council statement on direction of prescriptions.

Co-ordinating AIDS action. The Society's Science Committee is to co-ordinate the activities of the Society relating to AIDS, referring to the Ethics and Practice Committees where necessary. That was agreed by the Council on the advice of the officers, who had been asked at the March meeting to consider how such activities could be co-ordinated.

OPD arguments. The Society is to inform the ABPI that it will consider further the Association's argument on sizes for original pack dispensing once the Minister for Health has responded to his OPD working party report. A letter on OPD from the ABPI advancing the Association's arguments for manufacturing packs to be based on seven and 28 (or 30) days' treatment was considered by the Practice Committee, which confirmed Council's policy that there should normally only be one pack size of 28 units. It was also agreed that the Society should write to the Minister urging him to consider the OPD working party's report.

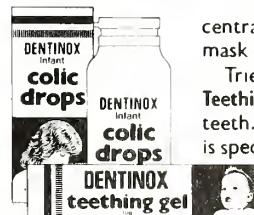
Continued on p656

Occasionally a tiny baby cries out to you for Dentinox



It's a relief to know you can recommend Dentinox with confidence.

Colic Drops for even the youngest baby. The active ingredient, Dimethicone, works quickly to disperse the bubbles of ingested air that cause the pain. It contains no systemic drug, has no effect on the



central nervous system and won't mask other symptoms.

Tried and trusted Dentinox Teething Gel takes the pain out of first teeth. Sugar free, aspirin free Dentinox is specially formulated for babies.

Safe, Baby medicines from Dentinox

Here are 10 reasons to stock this versatile healer for the whole family

①

Distributed nationally by Unichem (Product Code P782292); Macarthy (Product Code 060-210); and Vestric (Product Code CAL 447A).

②

Also available from local wholesalers.

③

Heavyweight national and specialist press advertising support.

④

Display outers of 6. Unit RSP £1.80.

⑤

Special introductory discount gives 38% P.O.R. available only from wholesalers.



⑥

Recommended by many midwives to nursing mothers with sore nipples.

⑦

A very effective general wound healer.

⑧

Very wide endorsement from health professionals.

⑨

Indications: To promote healing of cuts, wounds, cracked or dry skin and sore nipples in nursing mothers.

⑩

Contra-indications: None known.

Fact pack on Weleda Calendula and general information on all Weleda products from:

Weleda (UK) Ltd, Heanor Road, Ilkeston, Derbyshire, DE7 8DR.

PSGB COUNCIL

More Council report on p655

Pharmacy week backing agreed

Council has agreed that the Society should provide financial support for a proposed national pharmacy week, provided that the National Pharmaceutical Association and the Pharmaceutical Services Negotiating Committee each contribute an equal amount. Additional funding is also to be sought from outside bodies. The Society, the NPA, and the PSNC have already held discussions on the proposal. It has been provisionally agreed that the week will be in March, 1988, concentrating on community pharmacy but also involving other sectors of the profession.

"Named patient" policies. The Society is to seek a more coherent policy within the pharmaceutical industry on the supply of medicines on a named patient basis.

The Industrial Pharmacists Group Committee noted that some companies insisted that a medical practitioner should certify an order for a medicine for supply on a named patient basis, and considered that this procedure was unnecessary. Council agreed that a letter should be sent to the Association of the British Pharmaceutical Industry asking it to review the situation.

The Committee also considered how hospital and community pharmacists could be kept informed that a product which no longer had a product licence remained available on a named patient basis. It was noted, however, that because the medicines had no product licences they could not be advertised to wholesalers, etc, as being available. It was up to the pharmacist concerned to contact the manufacturer.

Smaller medicine spoon. Further consideration is being given to the possibility of a British Standard for a 2½ ml medicine spoon. The Practice Committee's community pharmacy subcommittee confirmed its desire for a 2½ ml spoon but appreciated that the demand would probably be insufficient to justify production unless there was a change to the 5ml convention for dispensing.

Council approved a recommendation that the 5ml convention should be discussed at a meeting with PSNC and that subsequently the matter should be discussed with the British Medical Association. Further consideration could then be given to making representations to the British Standards Institution.

Additives in medicines. The Department of Health was hoping shortly to consult the Society and other interested parties on

proposals for providing more information on additives in medicines. The Society had been pressing for the sugar content and all other inactive ingredients of medicines to be declared. The Department had recently said it had been considering the problem of additives in medicines in depth and accepted that more information should be made available. The Department was working on a package of proposals and hoped to consult interested parties soon.

Delay in postgraduate funding. The Society is to write to the Department of Health expressing concern at the lack of a figure for the level of funding for Part II postgraduate pharmacy education for 1987-88. The delay was causing difficulties in planning continuing education, especially for programmes designed to educate pharmacists for the extended role envisaged by the Nuffield inquiry.

Animal feeds. The Society has agreed to a Ministry of Agriculture proposal that subject to detailed financial agreement, the Society should become the registration authority for compounders of medicated feeding stuffs under the provisions of the



Pictured at the recent poster display competition for final year students at Aston University (left to right) David Mitchell, sales manager, Janssen Pharmacy Division, who presented three book tokens for the best three posters in the pharmacy practice section, with Jean Lee, winner, Soraya Barwani, second, and Julie Pitway, third. Miss Lee's poster reflected the factors influencing nurses' dressing selection

Animal Health and Welfare Act 1984.

Information booklet. Two pharmacists who have drafted a patient information booklet on glyceryl trinitrate tablets are to be informed that it would be premature for the Society to produce such a booklet at present because of discussions currently taking place on the provision of information to patients.

Helping the DHSS. Council is to indicate to the study team examining the workload of the Department of Health medicines division that the society would be prepared to take on additional work to relieve some of the pressure on the division. The Department has already been reminded of the Society's heavy involvement in Medicines Act matters.

WYETH the generic name for quality

New addition to
the generic range

If you want the best in generics, there's only one name to choose: Wyeth

Wyeth quality

Supplied to the highest standards by a major international research and manufacturing house

Wyeth service

Efficient sales support and comprehensive technical back-up

Wyeth range

A constantly expanding range of generics from the one supplier

Wyeth availability

What you want, when you want it — only a phone call away

Wyeth confidence

Wyeth: the name you can trust in generics

For further details and prices, phone our 'hotline': 06286 4377 ext 4519, or contact your local representative

WYETH*
GENERICS
UNPARALLELED QUALITY
** trade mark

Fresh air fashion

What have air fresheners got in common with Filofaxes, futons and espresso coffee? Strange as it may seem, apparently quite a lot. That most humble of household products, for so long relegated to the toilet, has become a fashion item — and it's thanks to those darlings of the Sunday supplements, the Yuppies.

Like everything else, it's happened before. In the Middle Ages, the average member of the gentry carried posies and pomanders to ward off the nasty smells of the unwashed. They sweetened the air, but they also said something about the people who carried them — like a medieval American Express card. And modern air freshener purchasers are following the same pattern according to Euan Ventners, group product manager for Chesebrough-Pond's Mirair.

"Mirair is all about lifestyle marketing", says Mr Ventners. "Consumers are becoming increasingly divided between the haves and the have-nots. Most people market to the haves, because they possess a higher disposable income. And more and more of those consumers are becoming interested not just in the physical performance of a product, but in what it says

about the people who buy it."

The appearance of the product has become important, as has the price — people want to be seen to be able to afford a premium product. Advertising is crucial, as it shows consumers the lifestyle they either have or aspire to, and the product as part of that lifestyle. The aspiring Yuppie is just as important, if not more so, than the genuine article.

Chesebrough-Pond's claim to have created a new concept with Mirair, and certainly before its advent there was little sign of the importance of looks and premium prices in the air freshener market. Average price was around £0.50, and while most brands came in a range of colours, they appeared to be designed to be unobtrusive rather than attractive, whereas many of today's products, tend to have a more



Chesebrough-Pond's Mirair — designed to be decorative

"cosmetic" look. This is also increasingly true of own brand air fresheners.

Further developments in this direction came with the launch of Reckitt's Moods in October last year. Like Mirair, it's described as a room fragrance, a term also used by Marks and Spencer for their own brand range. Reckitt describe the product as being to air fresheners what deodorants are to perfumes, highlighting the move into fashion-orientated marketing, and in fact several companies recommend merchandising air fresheners near to toiletries or even fragrances rather than household cleaners or insecticides.

Mirair's fragrances are particularly long-lasting and evenly released because they have an alcohol base — "like fine fragrances" says Euan Ventners.

Two new colours have recently been added to the Mirair range, and Mr Ventners believes the colours available do affect purchase. "People usually buy Mirair for the living room first, then they'll go out and buy others to match bedrooms or the bathroom." He believes that the pastel colours available for the product at the moment will remain popular in interior decoration for some time yet, and while Mirair is marketed as a fashion item, there are no plans to update colours regularly. "But if pillarbox red suddenly became very fashionable in the home, we'd make a pillarbox red Mirair," he says.

Chesebrough-Pond's believe both the brand and the concept are well established now, and they are looking at ways to extend the Mirair name: "The possibilities are limitless" says Mr Ventners. More immediate plans include television advertising to around 80 per cent of the country, beginning in September. The "win a villa" competition has just ended, and another promotion is being planned for the Autumn. There will also be continuous advertorials in women's magazines.

Reckitt and Colman's Moods has just finished a burst of television advertising and is likely to appear again later in the year. It is

Dry formulas dangerous?

The growing sector of dry aerosol air fresheners has come under fire from the BBC consumer programme "Watchdog".

One of the most important technological innovations in the market in recent years, dry formulations are offered by Reckitt (Haze) and Ashe (Coopers Freshaire) among others, as well as Boots and other own labels. Their main benefit is that they can be sprayed onto fabrics and upholstery, so are useful for lingering smells.

The products were criticised by a Watchdog programme which examined accidents with aerosols in general. It claimed that every year between one and two hundred people end up going to hospital with injuries caused by aerosols exploding.

The programme explained that until a couple of years ago, the propellant in most aerosol cans was chlorofluorocarbons (CFC), a substance which inhibits flame and is actually used in fire extinguishers. After fears that the substance was damaging the earth's ozone layer, companies began to use butane — and cans of dry air fresheners can contain 95 per cent butane, the programme claimed.

Watchdog showed tests on a can containing CFC as the propellant, and a can

of dry air freshener. Both cans were left in front of an electric fire. The first exploded with some force, but there were no flames. When the second exploded, after two minutes in front of the fire, flames shot 20ft into the air.

The programme called for stronger labelling on all aerosols, and for cans of dry air fresheners to carry labels stating that they contain 95 per cent butane. It also warned of the dangers of banding packs of aerosols, after one woman, interviewed on the programme, was badly burned when an aerosol exploded because the knife she was using to slit the cellophane banding slipped and punctured a can.

The British Aerosol Manufacturers Association responded by saying that they believe all cans sold in this country carry warnings and conform to British and European standards. They are preparing a new code of practice for their members, which will recommend stronger warnings on labels but will not be ready until next Spring.

Ashe Consumer Products said that they had had no incidents of explosions reported, and that if consumers read the warnings on cans and use common sense, the products are very safe. Reckitts were unable to comment before this feature went to press.



also receiving PR support aimed at the women's Press.

Both Reckitt and Cheseborough-Pond's say that the more upmarket, fashionable products are the ones that do best in chemists, probably because customers are in the mood for browsing, perhaps impulse buying, and are likely to be attracted by a stylish pack, whereas in a supermarket they are looking for the cheapest prices.

The vast majority of the air freshener market — around 80 per cent — does go through grocery outlets, but companies producing the room fragrance type of product suggest it may be an area where chemists could do well, particularly if attention is paid to display. Cheseborough-Pond's have a limited amount of POS material available, but according to Euan

Ventners, they would be pleased to increase it if enough retailers asked.

Other companies in the market include Ashe Consumer Products, with the Coopers and Nocturne brands; Secto, with Astral, and ER Howard with Wizard. Ashe are moving in a similar direction to Reckitt and Cheseborough-Pond's with Nocturne, which they say is a "specialised fragrance with high consumer loyalty", that does particularly well in chemists.

Secto have recently introduced Roll-up, a freshener placed inside the toilet roll, and say they plan to introduce more new products soon.

ER Howard offer five floral fragrances in the Wizard range — rose, lavender, spring bouquet, carnation and freesia — as well as a bathroom fragrance.

Magic touch

The latest new product to the market is Reckitt's Airwick Magic Mushroom.

This slow release liquid product will be backed by national television advertising, which begins in May, with further bursts in June and then later in the year, at a total cost of £2.8m. Additional support will be provided in-store at the launch period, with a team of merchandisers distributing 20p-off coupons. There will also be a PR programme aimed at the women's Press.

The product comes in three variants: spring meadow, in blue, citrus grove in yellow, and honeysuckle in peach. It will be offered at a promotional price of £0.69 (normal price £0.90). *Reckitt & Colman Products Ltd, Danson Lane, Hull HU8 7DS.*

Insecticides — a fly by night market?

As Summer creeps up on us, the insects crawl in, and the insect haters come "flying" into your pharmacy demanding instant relief from pests! Perhaps a little dramatic to describe a relatively small and very predictable market. But read on, because this year there's a buzz of activity ...

The insecticide market is reputed to be as predictable as the British weather. Not surprisingly then, it showed a decline of 18 per cent after last year's poor Summer.

But bad weather shouldn't deter the stockist. Over 20,000 species of insects inhabit Britain — several of these both unhygienic and a nuisance in the home. The market for fly killers alone, the insect most vulnerable to weather, is worth £12.5m in sterling terms, and despite the weather showed sales of 11.5 million units last year, with the chemist trade accounting for about 20 per cent. And with modern heating in many homes the problem is becoming an all-year-round one.

"In the early 1970s there was a standing joke that the best way to use an aerosol fly killer was to throw the can at the fly!" say Napa. But they are now among several companies claiming improved products and marketing.

Creepy crawlies

"The chemist should consider broadening his range to include other creepy crawl, flea and moth killers — all less dependent on the weather," say Napa. And to capitalise on the estimated two thirds of sales which do peak in July and August, companies urge the chemist to have the right products at the right time. "Consumers don't plan these purchases", say Ashe Laboratories. "They are prompted by the first fly — so if you don't have the product on shelf at the right time,

they are likely to go elsewhere." Ashe have an insect fact file to support products, which includes an insect calendar as pictured overleaf.

Insecticides fall into two main categories

— aerosols and slow release products, worth 57 and 43 per cent respectively in sterling terms last year. While sprays are for instant attack, slow-release are for use over a period of time. There are also powders to combat crawling insects, and surface liquid treatments which attract, then kill, flying insects.

All of these are likely to contain one of two agents — knockdown or kill, the former paralysing the insect, the latter both paralysing and killing it — but with slower effect.





DETHLAC

KILLS ANTS

DETHLAC INSECTICIDAL LACQUER
KILLS ANTS, COCKROACHES AND ALL CRAWLING INSECTS
EFFECTIVE FOR MONTHS.
SIMPLY SPRAY.

Active Ingredient:
1.74% DIAZINON

KEEP IN A SAFE PLACE OUT OF REACH OF CHILDREN, FISH AND PETS. DANGEROUS TO BEES.

**CHECK SAFETY AND HAZARD ADVICE BEFORE PURCHASE.
USE PESTICIDES SAFELY.**

Available from

GERHARDT PHARMACEUTICALS LTD
THORNTON HOUSE, HOOK ROAD,
SURBITON, SURREY KT6 5AR.
Telephone: 01-397 9478 Trade enquiries welcome
DISTRIBUTORS FOR IRE: BOILEAU & BOYD LTD.
Telephone: Dublin 507077



GERHARDT

Ashe's plan to knock 'em dead

Ashe, with their Coopers and Vapona ranges and a £250,000 national advertising campaign planned for this year, claim to be the "professionals in insecticides".

"We maintained our brand leadership despite last year's bad Summer — with a 31 per cent value share of the total market and a 63 per cent sterling share in slow release," says product manager Helen Stratton. "And 40 per cent of these sales go through chemists."

The Coopers range includes flykiller, antkiller and mothproofer aerosols, garden pest killer and ant powder, while the Vapona range includes flykiller aerosols, a slow release insect killer strip and an insectipen for surface treatment.

for surface treatment.

Throughout July and August Ashe are backing Vapona with a £250,000 national advertising campaign featuring a ten second "knock 'em dead" commercial. "We're confident that this will serve to remind consumers to buy products not normally on



Ashe's range
for a sweet-
smelling
insect free
home

their shopping lists," says Helen Stratton. Insect fact files and pest calendars are also available, say *Ashe Consumer Products Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey.*

A Secto release

Secto Company are launching a new minispace insect killer, new pack designs and a national advertising campaign.

The new product (£1.25) is a slow release, small space insect killer. It consists of three plastic units which when joined together provide a 300 cu ft space treatment. The ant and crawling insect laquer and household flea killer aerosols both now come in new trimline cans, and ant and extra strength insect powder are both now packaged in cans with applicator spouts.

The whole range will be advertised in the national Press from the end of May and through June. *Distributed by: Cupal Ltd, King Street, Blackburn, Lancs.*

Doom not gloom

Doom may be the product, but Napa the manufacturers' voice is optimistic — having relaunched the range through their new distributors Dylon this year, redeveloped their fly killer and with advertising support planned for the Summer.

Napa claim to lead the field as the independent's quality brand. "The advantage of Doom is that we offer a comprehensive range of products not all so dependent on the weather," they say.

Part of this range is the redeveloped Tropical Strength fly and wasp killer (£1.29 250ml) which contains no water and so stays airborne for longer, killing insects faster, says the company.

The whole range is being advertised in women's magazines in the Summer. *Dylon International Ltd, Worsley Bridge Road, Lower Sydenham, London SE26 5HD.*

pbi take no prisoners

Pan Britannica Industries are launching an all-round pest killer called Kybosh, and backing it with national advertising.

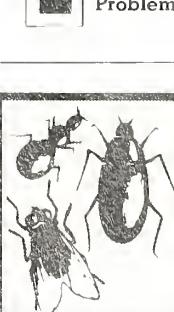
Kybosh (£2.25 200ml) is targeted at the premium value end of the market and designed to kill 15 different pests, both flying and crawling, with fast knockdown and fast kill effect, says the company. It comes in an aerosol can with a gunstyle sprayhead.

From mid-May it will be advertised in all national newspapers and some garden, household and women's magazines for six weeks, say pbi, *Britannica House, Waltham Cross, Herts EN8 7DY*.

Bad news for ants

Gerhardt will be backing their Dethlac range, which includes the recently launched ant and insect powder (£1.19), with advertising in home and garden magazines in the Summer.

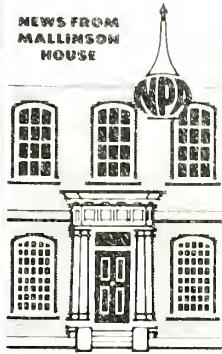
The new carbaryl based powder does not replace the existing lacquer, but rather meets a wider demand for a product to use on soil, grass, compost and manure etc, says *Gerhardt Pharmaceuticals Ltd, Thornton House, Hook Road, Surbiton, Surrey.*



Leading the industry for over 80 years

*For complete Household Insecticide Range contact
Cupal Ltd, King Street, Blackburn, Lancs BB2 2DX Tel: (0254) 580321*

Secto®
The Name Housewives Trust



Good PR begins at home

Every pharmacist has a vital contribution to make in taking pharmacy into the 1990s, says National Pharmaceutical Association director Tim Astill. And he left North-West members in no doubt as to what their contribution should be!

Do something about your local MPs," urged Mr Astill. "There should not be a pharmacist sitting here who does not know his local MP, at least to speak to.

"Lobbying for the profession is much easier if the MP has formed his own impression of us through his local pharmacy".

Mr Astill said that the profession does not lobby well locally, and there was a lot to learn from other organisations — particularly the National Union of Farmers. "In any constituency with more than two blades of grass, a new MP will get a letter from the NUF representative welcoming him to the 'rural' constituency, and inviting him to meet with local farmers. The meeting will be packed out, and five or six carefully planted questions — nothing too impolite — will explore and expose the MP's agricultural knowledge or lack of it!"

Next time that MP met his local farmers, you could be sure he would have been properly briefed to deal with their queries, Mr Astill said. "That is why the House of Commons is always full when ever there is a debate on farming."

He suggested that members should "do something about" their local branch system too. It is the profession's communication network, and it is where that the Society would look for responses, particularly on Nuffield, he said. "If you don't agree with the way they are run then criticise constructively. Most branches will welcome new faces and new initiatives".

Pharmacy only medicines were another area requiring more consideration from pharmacists. "A P medicine manufacturer obviously sees some advantage to restricting distribution to pharmacies — he believes that pharmacists will get behind it. So next time a representative comes in and tells you about the latest P product, I ask you at least to *think about it*." Mr Astill added that the NPA's advertising agency, CTMC, was preparing a new series of "Ask your pharmacist . . ." advertisements which would explain P medicines to the public.

On the subject of advertising P medicines on television, Mr Astill said that the NPA is against it in principle. "We would prefer any demand for medicines to be professionally lead rather than consumer lead", he said. But he admitted the NPA was realistic about the practicalities of life, particularly in the deregulation of medicines from POM to P where this had been "vigorously" discussed. "Any company that is considering an application for POM to P must be prepared to spend much time and money on supplying data to justify the application," he said.

"No company will invest unless it can see reasonable return and it is the manufacturer's view that television advertising will generate the sales to warrant this." But the NPA does see a need for a second category of P medicines that cannot be advertised to the public, he said.

The NPA's strategy document "Through the 80s" had concluded that pharmacy and pharmacists would ultimately be their own "best PR", said Tim Astill. He believes this will continue to hold true for the 1990s, but argued that there is room for improvement.

He asked NPA members to consider the lay-out of their shops in the light of Nuffield's recommendation that the commercial and professional parts of a pharmacy should be distinct. "No one should walk into a pharmacy and not be aware of that distinction," he said.

And pharmacists should think about "getting pharmacy to the people". Pharmacists are no longer small scale manufacturers and with OPD this will disappear altogether, said Mr Astill.

"Your knowledge and communication skills are what you have to offer, and will be — come your *raison d'être*. So make yourselves more accessible, let the public see the dispensary, the computer and other gadgetry of a modern business." And Mr Astill believes that pharmacists underestimate the message that a carefully thought out window display can convey to the public. "Nothing breeds contempt faster than familiarity," he told members.

If pharmacists are going to take pharmacy to the public then they needed trained assistants to back them up, he went on. "There is nothing special about your staff. They will all benefit from training". And he added that soon there would be no excuse. The NPA's staff training manual had been "revamped" and updated, and a free copy worth £45 would be sent to every member pharmacy — "the training bargain of the century".

Mr Astill was optimistic about the 1990s now that the uncertainty of pharmacy's future had been dispelled by Nuffield, the new contract, and the discussion document on primary healthcare. "We know now the Government's attitude towards pharmacy", he said. "I believe their recommendations are a series of challenges which must be taken up by the profession."

'Reds' lose at Wembley after pharmacists stay away

"Into the 1990s" was the theme for the National Pharmaceutical Association's first regional conference, which was the brainchild of Board members Jeremy Clitheroe (Merseyside), Alan Facer (North West 1), and Marshall Gellman (Greater Manchester).

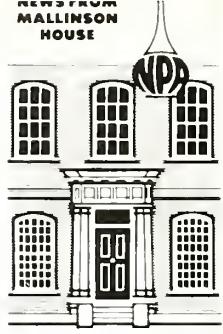
Around 130 NPA members the North-West attended the conference in Cheshire on Sunday — an excellent turnout in view

of the timing. Liverpool were playing Arsenal at Wembley in the final of the Littlewood's Cup, and several members admitted they had sacrificed tickets to attend the conference. No doubt they were grateful to have been saved from witnessing the "Reds" unaccustomed 2-1 defeat.

NPA chairman Alan Facer thanked members for attending, and hoped that the conference would be a regular event for the region in the future — but perhaps not on cup final day.



L to R: Jeremy Clitheroe, Alan Facer and Marshall Gellman.



New flexibility on supervision wanted

Why is it not possible for a trained assistant to act as a "filter" to the pharmacist in the same way a pharmacist is a "filter" to the GP, NPA Board member David Sharpe asked the conference.

He described his question as "deliberately provocative." It was his view that pharmacists were perfectly capable of training staff to assume greater responsibility if the rules on supervision were relaxed in line with Nuffield's recommendations.

"Ultimately the pharmacist is responsible," he said.

Mr Sharpe said he had voted with the Pharmaceutical Society's Council that "supervision" of dispensing medicines should mean that at some point in the procedure the pharmacist had seen the script. Council had also agreed on a "dilution" of the rules governing P medicine sales, he said. "If staff are provided with a written protocol — and providing the pharmacist can be contacted — then a trained assistant should be able to make the sale."

NPA director Tim Astill welcomed Council's increased flexibility regarding supervision. "My personal view is that carrying out professional role is a matter for the profession and the individual. It should not be dictated by criminal law". He reminded NPA members that the chairman of the Nuffield

Committee, Sir Kenneth Clucas, had said if pharmacists wished to be governed by law then they should stop calling themselves a profession. "The pharmacist must be able to decide for himself how he runs a business. If we look to legislation to tell us what to do, then we throw professionalism out the window".

OPD — a plus for pharmacy

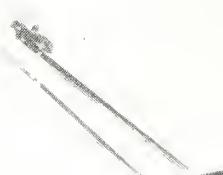
A steady but "haphazard" drift towards OPD was predicted by NPA director Tim Astill.

It would be dictated by economic rather than professional considerations he said. However, there were no professional disadvantages to OPD, and more importantly no disadvantage to the patient. "If as a result pharmacists have more time to do what they really should be doing, then it is a good thing", he said. "In Europe where OPD is the norm, it has not proved detrimental to the professions' standing".

David Sharpe said in his view OPD will account for no more than 70 per cent of dispensed medicines in the future. Generics were unlikely to go into OPD packs because of the cost, and Drug Tariff prices will go lower and lower because of competition from generics, he said.



I actually get away from the office at weekends since I contacted CPS



"In business, having good contacts is half the battle.

Not just good sales leads. I mean good suppliers, too.

Take CPS, my contract packer. We'll discuss the job I have in mind, agree on a price, and I

put the work their way all the problems are off my shoulders.

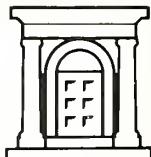
They just seem to roll their sleeves up and get on with it.

Using CPS frees me to tackle the other ninety seven panics going on with some chance of

efficient decision making.

You know, CPS are probably the most professional, punctual, hardworking supplier I deal with.

But they only seem to cross my mind when I'm enjoying a little free time at weekends."



CONTRACT
PHARMACEUTICAL
SERVICES
LIMITED

Contract Pharmaceutical Services are specialists in blister and strip packing of tablets and capsules. tablet and capsule counting, powder packing, liquid filling, product formulation and manufacture; all undertaken on premises licenced by The Department of Health and Social Security. For further information call Burton-on-Trent (0283) 221616.

Contract Pharmaceutical Services Limited, Swains Park Industrial Estate, Park Road, Overseal, Burton-on-Trent, Staffs.

The Myers Dispensary System

An effective tonic for the Pharmacist



As a practising pharmacist, you will thoroughly appreciate how a well laid out and efficient dispensary can make your life so much easier. Because it is the place where you spend most of your time, it is equally important that it is pleasant to work in. The refined excellence of the Myers System has been developed from over 60 years experience of dispensary design in hospitals and for the retail pharmacist.

Construction is in high quality wooden materials with hygienic laminated surfaces and every Myers installation is designed to maximise available space.

The full facts are contained in our new brochure.



TREAT YOURSELF
TO A TONIC, SEND
THE COUPON
TODAY.

/// MYERS DISPENSARIES ///

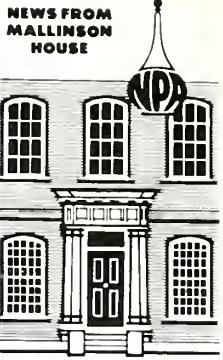
To: Baxter Fell
Northfleet Ltd.,
Tower Works, Lower Road, Gravesend,
Kent DA11 9BE

Please send me your brochures "The Myers Dispensary System" and "A Guide to Shop Planning for the Retail Pharmacist". CD/11/4/87

Name: _____

Business Address: _____

Tel: _____



Dual role in AIDS fight – Liverpool's lesson

Supplying drug addicts with clean needles and syringes is not the only contribution pharmacy can make in the fight against AIDS, according to Dr Peter Carey, consultant physician at the Royal Liverpool Hospital.

Counselling of addicts must take place too, and it was here that pharmacists had a role to play, he said. "Drug dependency clinics won't be able to cope with the demand for needles and syringes, and so addicts will turn to the pharmacy."

Support, not judgement, was vital he said. "Once the addict realises you are on his side, you may be able to persuade him to take a blood test or visit a dependency clinic".

Dr Carey said there was no doubt that the spread of the HIV virus was fastest amongst injecting drug users who share needles and equipment. Therefore, he had been delighted when Liverpool's drug



Dr Peter Carey

dependency clinic and Local Pharmaceutical Committee had decided to make clean needles and syringes available to injecting addicts. One year on there are no injectors on Merseyside who are sero-positive, he said. In contrast, in Edinburgh, where needles and syringes were not made available, there are an estimated 1,000 sero-positive addicts.

Dr Carey said he understood why the profession had reservations about its involvement in the disposal of used needles and syringes. However, he saw no reason for pharmacists or their staff to come into contact with potentially contaminated sharps. He recommended the use of large sharp disposal units — 2ft by 3ft — rather than the smaller cylindrical units usually suggested for pharmacy.

Dr Carey concluded by saying that education of the public would be "pivotal" in controlling AIDS.

NPA Board member Mr David Sharpe warned the Conference of pharmacy's tendency to "jump on any health bandwagon". In becoming involved with sharp disposal he said pharmacy was going into a very dangerous situation; "It may be a negative attitude to take, and there may be only a very remote chance of infection. I am not saying to you 'don't take part', what I am saying is take very great precautions indeed."



New Gluten-free BROWN RICE BREAD

A palatable and nutritious alternative to wheat bread

Ideal for gluten-free, wheat-free, milk-free or soya-free diets. GUARANTEED 100% GLUTEN-FREE

Gluten-free breads are usually based on wheat starch which has been rendered gluten-free, but ENER-G bread is based on rice and is therefore naturally gluten-free.

6 MONTHS SHELF LIFE

PRESCRIBABLE for Coeliac disease and Dermatitis/Herpetiformis.

Already SLICED for convenience. Obtainable in boxes of 4 x 400g hermetically sealed loaves

Available from major wholesalers.
Distributor Farillon

For further information contact
General Designs Ltd
PO Box 38E, Worcester Park
Surrey KT4 7LX Tel 01-337 9366

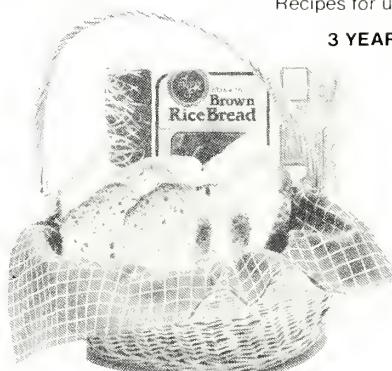
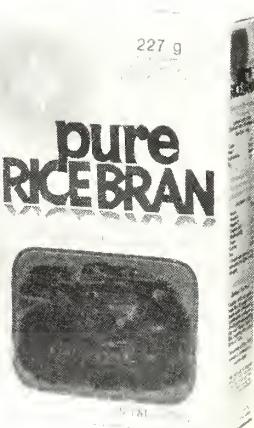
The original and still the best!

Low Protein EGG REPLACER

A low protein and cholesterol-free culinary replacement for egg

For those who must restrict their consumption of protein, phenylalanine, eggs, cholesterol and fat. Free from milk, gluten, wheat, corn and soya. Recipes for use are included on the pack

3 YEARS SHELF LIFE



Gluten-free PURE RICE BRAN

A source of natural dietary fibre which helps treat and prevent constipation in the gluten-free diet

Can be added to soups, stews and casseroles. Increases the fibre in meatloaves and hamburgers etc. Recipes for use are included on the pack

3 YEARS SHELF LIFE

Your assurance of the finest quality dietetic food products

HC 'free-for-all' worry

Pharmacists in Northern Ireland are to receive guidelines on topical hydrocortisone because the Pharmaceutical Society of Northern Ireland is concerned about the possible effects of the advertising planned for the products.

At PSNI's February meeting Mr Corbett expressed concern about the proposed level of public advertising scheduled to take place when 1 per cent topical hydrocortisone cream becomes available for OTC sale. Mr Corbett said that the preparations are available for, and effective in, the treatment of specific conditions and that it was quite unnecessary for them to be subject to the free-for-all which would follow public advertising of competing brands.

After discussion it was agreed to prepare a guidance note for circulation to the members.

The following applications for registration as students were approved: Helen Jane Bolas, 18 Lombard Park, Lisburn, co Antrim; Jane Monica Devlin, 91 Stewartstown Road, Coalisland, co Tyrone BT71 4PF; Paula Patricia Morgan, 90 Red Lion Road, Kilmore, Armagh BT61 8NU; Gregory Paul McCarthy, 6 Corcrain Drive, Portadown, co Armagh, and Alan Stewart Patterson, 32 Riverside Drive, Lisburn, co Antrim.

Recommendations from the Finance and House Committee for payment, renovations to the Society's house, replacement of the office typewriter, Pharmaceutical Society ties, donations to the benevolent fund, were adopted.

The President reported on a recent meeting between representatives of the Council, UCA and Young Pharmacists Group to discuss the arrangements for a joint social evening which it is hoped to hold on Wednesday June 10. A provisional booking has been made with Hilden Breweries for the use of their courtyard and barn at Hilden near Lisburn. The proposed format for the evening is a treasure hunt followed by supper and a dance/disco.

NEWS

Drug misuser counselling trials to start

The Government is setting up 12 trial schemes involving the counselling of drug misusers and the exchange of clean for used syringes and needles.

The schemes will be in Bristol, Carlisle, Dagenham, Hereford, Kingston-upon-Thames, Liverpool, London (St George's Hospital, St Mary's Hospital and University College Hospital), Peterborough, Portsmouth and Sheffield. In some cases, existing arrangements will be expanded; others will be completely new. All will be monitored closely to help assess their effect on the behaviour of drug misusers and the part this might play in combatting the spread of AIDS.

The Government is providing an extra £1 million in 1987-88 to help drug misuse services play a growing role in the fight against AIDS. The new money is being allocated to health regions in proportion to their population in the 15-34 years age group. This means central Government will be providing over £6.2 million specifically for drug misuse services, during the coming year to add to the contributions health authorities are making from their own budgets, and the £17.5 million allocated to over 180 local projects over six years.

Chemist & Druggist 11 April 1987

And he only popped-in to pick-up a prescription



As a professional pharmacist you probably get your fair share of people calling in to have prescriptions dispensed.

But what about your turnover of products other than drugs and medicines?

All those high profit possibilities such as perfumes and toiletries, health foods and homoeopathic products.

Perhaps you haven't considered all the possibilities open to you. Or, maybe you have but they're not moving as well as you'd hoped they might.

Either way, you have everything to gain from an informal initial consultation with Shopfitting and Design.

We are a specialist consultancy with wide experience in advising pharmacists on store design and merchandising.

We will survey your specific location and recommend the merchandise most suited to your business. Following which, we will design your premises to ensure that you achieve optimum sales per customer.

Even if they only pop-in to pick-up a prescription.

Shopfitting & Design

We make your premises and your profits look really good.

I would like further details of your shopfitting and design services

Name _____

Address _____

Tel _____

shopfitting
design

Shopfitting & Design Centre Ltd.,

2a Hallatrow Road, Paulton, Bristol, BS18 5LH Telephone: 0761 418941

Defending Flynn

I wish to reply to Xrayser's column in *C&D* on April 4. Firstly, Xrayser's obviously personal, unwarranted attack on Mr Flynn made in anonymity, at election time, needs no comment from me. Must our profession be constantly degraded and belittled in this way?

Secondly, on membership of the British Pharmacists Association, Xrayser does us all a service (for once) for highlighting the thinking of the establishment within pharmacy and our professional Press. He presumes, as everyone else does in the Pharmaceutical Society and the Pharmaceutical Services Negotiating Committee, that a "pharmacist" is a contractor. The whole basis of his oversimplified and dubious statistics are that, if you are not a contractor or shop-owner, you do not exist — 28,000 pharmacists are not contractors or shop owners.

BPA aims to represent all pharmacists and student pharmacists. They join BPA voluntarily — and in many cases pay what they can afford in order that they have some form of representation within the profession — something neither the Society or PSNC offers them. In the case of both these organisations, a contractor is "forced" to belong to these bodies in order to operate, and practise his profession.

Our members are volunteers, not victims of a professional protection racket which offers *nothing* in return. BPA materialized as a "union" for the voiceless 28,000 because of this very attitude at the top.

Xrayser also highlights the cost of a constitution. He's right — but who needs one! It will appear when we are ready.

This profession is weighted down by a proliferation of articles, Charters, constitutions and hundreds of pointless committees which have rendered the profession aimless, weak and divided when dealing with Government. Another constitution at this time will not cure the profession's ills. There are other priorities.

Lastly, Mr Flynn assures me that if elected to the Society's Council, he will, as a matter of urgency, expose Xrayser who may be a non-pharmacist. I would like to think this is so — it pains me to think a

fellow-professional could be so base.

Jayanti Patel
General Secretary, BPA

Editor. Xrayser is a practising community pharmacist committed to his profession.

Point, counter point!

So Charles Flynn (*C&D* March 28, p570) wants to make the unlawful dispensing activities of dispensing doctors a "no go area" because they are of a related profession, and it would otherwise be provoking and unfriendly. Such is the age in which we live.

My contentions, about such activities, have nothing to do with standards of dispensing, in the sense he means it, and everything to do with the upholding of the law.

Since the middle of the last century public policy has progressively moved towards ensuring, as far as is possible, the safety of medicines at every stage in their development, manufacture and sale. The delegation of dispensing to unauthorised (by the Act), unsupervised staff, by so-called dispensing doctors, is in defiance of this policy and contrary to the Medicines Act, 1968 (*C&D* January 12, 1985, p 78, 79).

The medical profession has neither the statutory power nor the desire to put its house in order (as illustrated by David Thomas of the National Pharmaceutical Association, and John Davies of the Rural Pharmacists Association in *C&D* March 28, p552 and 570 respectively). The Pharmaceutical Society, as the legally designated enforcing body, alone has the power to act. (I am excluding the very special circumstances in which the Minister may intervene).

With power comes responsibility, with responsibility comes duty. The doing of a duty can, to use Mr Flynn's words, be distasteful, cause friction and be regarded as interference. But it still has to be done; which is what being professional is all about and *vice-versa*.

K.J. Knight
Crewkerne, Somerset

Mannish report

Many people privileged to know Charles Flynn would have been angered by the comments of Robert Dudley (*C&D* March 28). They are unjust and do a grave disservice to a pharmacist has given much to pharmacy.

Mr Dudley's letter reflects far more on himself than on Mr Flynn. Could he himself be guilty of self-interest? In my view his remarks are nothing more than an attempt to run down Mr Flynn at a time when, because of the rules governing Council elections, he is unable to reply. They also serve to bolster up a man who was roundly defeated in last year's Council elections. I wonder why?

R.G. Gill
Onchan, Isle of Man

Dispensed with?

Xrayser is an honest man in reporting David Sharpe's comments denying that community chemists are any more expert in drug knowledge than doctors. So why all this post — Nuffield nonsense about chemists presuming to give advice to doctors — and be paid for it?

What with the rapid onset of OP dispensing, EEC Regulations, computers in doctors dispensaries and now this — there isn't a lot left for the community chemist to do. So how some chemists have the impudence to argue that they can give a better service to rural patients defies belief.

David Roberts
Chairman, Dispensing Doctors Association

Pharmacist's name & quantity dispensed	No. of days treatment N.B. Errors does not stand	NP	Post Office use of over
(2) 100ml Hydrocortisone (2) 100ml Cetrimide (2) 100ml Benzoyl peroxide	(+)	0.9	
(2) 100ml Cetrimide (2) 100ml Benzoyl peroxide	(+)	0.9	
(2) 100ml Cetrimide (2) 100ml Benzoyl peroxide	(+)	0.9	
(2) 100ml Cetrimide (2) 100ml Benzoyl peroxide	(+)	0.9	

We could do this one standing on our heads!



The International perfume-3 Promotions

Reynolds
Direct
Marketing Ltd
Tel: 062981-3393

£1 OFF
RRP £6.85,
promotion price
£5.85 on
18 x 30ml
EDT Atomiser



Attractive Travel
containers free
with 12 x 150g
Bath Soap

FREE



% OFF

Generous
discounts
given on orders
placed Jan,
Feb, March.

AAH unveil pharmacy franchise scheme

AAH have launched a franchise scheme for retail pharmacists, designed to put more muscle behind the Vantage symbol group and snatch counter sales back from drug stores and supermarkets.

AAH Pharmacy Concessions Ltd is the subsidiary set up to run the scheme, claimed by AAH pharmaceutical director Bill Revell to be "a new concept in pharmacy".

To start off the scheme AAH Concessions have agreed terms with R.J. Dawe (Chemists) Ltd, who have 19 retail outlets in London and the South East. The deal should be completed by April 30, and the company expects to take about two to three months to fit the stores out. They



should come onto the market in July or August.

The company will only be buying up existing businesses, fitting them out as Vantage pharmacies and transferring ownership to successful applicants while keeping control over most of the front-of-shop stock through the franchise agreement. The pharmacist must finance the purchase of existing stockholding and have sufficient working capital to run the

"It'll be the same Vantage – but improved..."

pharmacy. As for the first new stores' fascias, Mr Revell says: "Nothing revolutionary is planned, just fine tuning of layout, to obtain the right balance."

The pharmacist then pays a monthly commission to AAH, worked out according to turnover, to profits and goodwill value. In an example produced with their launch material, AAH put a typical franchised pharmacy's projected sales turnover (based on the existing firm's accounts) at £220,100, with the royalties worked out as 9 per cent of this, excluding VAT.

After 10 years the franchisee has the option of buying the rights in the agreement for half the business's open

market value. Or the pharmacist can become free-standing, with no more obligation to AAH.

After the scheme's launch, Mr Revell said, the company's buying plans would be

"This system gives stock a rational programme"

quite flexible: "Some outlets will be freehold and some leasehold. And once the scheme is set up, it won't matter whether these are in groups or individuals". Small groups of four or five outlets would be attractive, he said. Priority for franchise applications will be given to the pharmacist managers of bought units.

If a business doesn't come up to scratch, AAH will have the right to cancel the agreement — though, Mr Revell emphasised, circumstances would be taken into account. And if, for a reason such as ill-health, the franchisee wants to sell, AAH can veto proposed buyers and bring in an alternative. Back-up support programmes such as merchandising and training are offered to franchisees.

The whole scheme is aimed at stepping up and strengthening the Vantage image. "This will enable us to put more money into the symbol group, and to develop weaker areas", Mr Revell explained. "There'll be no strain on the existing membership; it'll be the same Vantage, but improved. For instance, we would have loved to provide a full merchandising service before but it was costly. Now we will be able to say we've demonstrated a good merchandising system in the franchise pharmacies".

Franchisees will have to carry all Vantage monthly offers and buy the front-shop's stock from AAH wholesalers or — if the products can't be supplied — from approved external sources. Mr Peter Worling, managing director of Vestric,



described the company as having control "in a sensible way" of the front shop stock. But AAH are determined to focus on traditional pharmacy lines — while staying open to persuasion on successful fringe



Bill Revell, AAH director

lines — especially where these were established by the previous business. "We would prevent pharmacists from selling soft toys, but in an area like health foods, we'd be guided by the retailers".

When a new franchisee moves in, the shop will be supplied out with a model stock, paid for at the end of the month. Any stock supplied from AAH which isn't selling "in quantity" within 60 days can be replaced with other products. Mr Revell said the new scheme would succeed where others had failed — "because the retailer overbuys and becomes a fall guy for special offers. This gives stock a rational programme". He hoped the stricter



obligation to carry Vantage promotions would stimulate ordinary members to promote themselves.

The franchising operation will be headed by Tom White, recruited from Holland & Barratt, the franchised health food shops owned by Booker.

Asked if a pharmacist could franchise more than one pharmacy, Mr Revell said this might be unrealistic. "I don't think it'll attract the sort of people aiming to build

'Franchisees should ... enjoy an income above that generally available to an employed pharmacy manager'

up chains". The project had partly been sparked off when AAH noticed a gap in the market while offering Statim loans. "A number of well-qualified pharmacists who wanted to operate their own pharmacies were unable to command sufficient capital resources". These are the main targets for the franchise scheme.

"Franchisee pharmacists should, after paying royalties and all other outgoings of the business, enjoy an income above that generally available to an employed pharmacy manager of a similar-sized unit," Mr Revell claims. And for buying out the AAH interest, the company's own Statim loans will be available.

Gordon Drummond to go as Guinness sell retail firms

The Gordon Drummond chain of chemist shops is one of the businesses being sold off by brewing group Guinness, along with the other main retailing sectors.

The sale follows the installation of new Guinness chief executive Anthony Tennant, who replaces disgraced head Ernest Saunders. Gordon Drummond, who have 112 branches, come onto a market eyed by several interested outfits,

and in a week when pharmacy chains are particularly active (see AAH and *Lloyds Chemists* stories).

The other businesses to be hived off include Martin the Newsagent, 7-Eleven convenience stores and Nature's Best health products. Drummond are up for sale with the Martin Retail Group, and chairman Brian Bayliss was unable to say as yet how the group of businesses would be sold. City analysts are putting the combined retail businesses' value at about £250m.

R&C spread their wings

Strong sales in Europe and an "outstanding year" in North America — a loss-making area just two years back — helped lift Reckitt & Colman's profits by 17.6 per cent in 1986.

Last year the group bought up three US firms — Durkee Famous Foods, the Pure Foods Company and Gold Seal — and has set its sights on a wide international spread, to insure against political or economic troubles.

The UK domestic market was pretty static in 1986, says the group. Pharmaceuticals went up in sales by 3.7 per cent, to £124m, pushing pre-tax profits up 4.6 per cent to £25.2m. But exports of prescription and OTC medicines were up nearly 13 per cent, going mainly to Europe and the Middle East. The division's contribution to total profits went down slightly from 19.3 per cent in 1985 to 17.2 per cent.

The top product category was household and toiletry, bringing in £648.5m sales and £77.1m in pre-tax profits — over half the total amount. Profits were up 34.6 per cent in this division — and a large part in this increase was played by Airwick, bought in 1985.

Lilly taking the make-up off

Eli Lilly are pulling out of the cosmetics business, by putting Elizabeth Arden up for sale.

Chairman Richard Wood says the sell-off comes after a decision to focus on "high technology, life-sciences" operations. "From time to time our board of directors reviews the overall strategy of the corporation as well as possible new opportunities", he said. Elizabeth Arden brought in 3½ per cent of Lilly's operating profits last year, — making \$33m (about £20m) on sales of \$398m. Lilly plan to use the funds from the sale to buy back some of their own shares.

The move has come as no great surprise to City analysts. Robin Gilbert of James Capel told C&D: "The business never fitted very well with the rest of the group; they're very different outfits. It's easy to look at a business at its peak — when cosmetics firms are in fashion — and assume this will go on forever. That's not

always the case". The main interest is expected to come from one of the US multinational groups.

Macarthy jobs go

Macarthy Medical are reducing their staff at the Wembley depot but hiring more employees for Redditch as part of their refurbishment plan.

The changes are part of an investment programme which involves transferring most OTC lines to Redditch, says the company. It is as yet unable to say how many jobs will be involved.

Celltech Ltd have bought the whole of the industrial microbiology business of their associate company Apcel Ltd, which was a joint venture company between Celltech and Air Products Ltd.

Booker Health Foods' sales force has been reorganised — with the ten salesmen who previously distributed to groceries now concentrating solely on the chemist trade. Another distributor has been found for their grocery outlets.

Unichem move into nappies

Unichem are moving into disposable nappy manufacture with the formation of a company called Neptune Industries, as exclusively revealed in C&D on February 21 (p319).

Neptune, founded jointly with the Norwegian pulp manufacturing company Folla Industries A-S, will be based in Rochester, Kent, where a £5m production facility on the Medway is under construction. Chairman of Neptune Industries is David Walker, Unichem's management service director. He is joined on the board by two Unichem directors and three from Folla. Once up and running, Neptune will be "largely independent," say Unichem.

Mr Walker says Unichem have been considering manufacture for "some years" because of high-volume sales of their present own-label.

Production capacity at Rochester, chosen for the ease of entry of the Norwegian pulp by sea, is expected to be 12 million nappies a month. Unichem say Folla are a leading producer of the "pulp of the future" — chemical thermo-mechanical pulp (CTMP) which will be the main ingredient in the nappies.

Unichem are not saying when their own-label nappies will be produced by Neptune, but Neptune will produce economy own label nappies for companies in the UK and Europe "later this year."

More AAH Links

In May AAH are launching Link 2, based on the Panasonic FX-600 computer with software for pharmacy labelling, order entry and connection to PINs.

In addition, a range of business software is available from Sage plc and other suppliers. An on-site maintenance package has been negotiated with Granada Microcare.

Computer manager Mr Gilbert Dove said "This new package is a considerable advance on all other pharmacy systems in the £1,000 to £1,500 price range. It has Panasonic quality assured hardware, 640k RAM, a high quality resolution monitor and a new enhanced dot matrix printer".

Link 2 will be supplied at £950 including pharmacy software and installation (for order transmission, £100 extra). A five-year lease, including maintenance, will cost £34.85 per month.

Lloyds to add to their list

A private chemists chain has been bought up by Lloyds Chemists — their first buy as a public company — kicking off an ambitious acquisitions programme throughout England and Wales.

Lloyds are buying the Nina Barnes Ltd chain of ten chemists shops and one health food store. The shops, based in Hertfordshire, Bedfordshire and Cambridgeshire, are part of the chain's plan to move out from their broad

Will Woolies deal unravel more plans?

Last week Woolies swooped on Superdrug (C&D April 4, p623) and may well have left some nervous drugstores trembling in their wake, according to City opinion.

One financial analyst believes the pressures of the drugstore sector — where more than one newcomer has made a sparkling market debut recently — will make Superdrug's fellow retailers sitting targets for other bidders.

"This will make life a lot more difficult for the smaller outfits — Woolies will push up even more rapidly than Superdrug had intended to. Now people like Share Drug and Tip Top are equally vulnerable" — was the view of one City stockbroker.

Underwoods were the original subjects of a proposed Woolies deal. But the feeling seems to be that the London-based stores need a major rethink before venturing out to the rest of the nation.

"It's obvious that their merchandising approach isn't necessarily appropriate for the rest of the country," commented an analyst from finance house James Capel. "They require an upgrading of presentation, and should probably concentrate more on personal care, cosmetics and health foods".

The fast-growing drugstores were keeping themselves to themselves on this issue. But one City speculator pointed out that the Dee Corporation, who bought Medicare last year with a view to expanding, had "not been particularly aggressive" as yet.

Beatson Clark invested last year in Unit Moulders, not United Moulders, who are part of ACI Europe (C&D, March 14).

Midlands base. Chairman Allen Lloyd says he's aiming for "at least 135 stores by June 30". And asked if his firm would be among the bidders for Gordon Drummond (see p668), he commented: "We will make a bid for them, along with everyone else, I'm sure".

The maximum price Lloyds will pay for Nina Barnes is £3.12m, and they are to issue 1.59 million new shares. Mr Barnes will end up holding 8.15 per cent of the company's share capital.

The company has just brought out six month results for the half year to December 31, showing pre-tax profits up 50.6 per cent from £506,000 to £802,000, and turnover up 42.5 per cent to £14m.

Doncaster Pharmaceuticals Group are on the move again, but this time it's only to next door — from No 6 to double the premises in No 7 Kirk Sandall Industrial Estate.

Generic wholesalers Doncaster have moved a number of times over the past few years through expansion; sales director Dorothy Bradley says the latest move is due to plans to introduce liquids to the range this year, and the success of the launch of dressings last year. Phone numbers are unchanged.

Mr Ronald Perelman has put in a bid for the 65 per cent of Revlon that he does not yet own. A spokesman for the company in the UK said the bid was for between \$700m and \$750m. Company shares were valued at \$18.50 on Tuesday.

The index of retail prices for all items for February, 1987 was 100.4 (January, 1987 = 100). This represents an increase of 0.4 per cent on January 1987 and an increase of 3.9 per cent on February 1986 (381.1, January 1974 = 100).

Nor'chem at home

Nor'chem has secured a permanent site at the G-MEX centre in Manchester. So far 45 new exhibitors have booked for June 14-15. They include Crookes, Coopervision, CP Pharmaceuticals, WM Freeman, J & C Surgical, Janssen, Milupa, Paul Murray, R & C, Solport and Sterling Health.

Monday, April 13

Plymouth and District Branch, Pharmaceutical Society, annual meeting, 8pm, Board Room, Derriford Hospital, Plymouth.

Tuesday, April 14

Barking and Havering Branch, Pharmaceutical Society, 7.30pm, Academic Centre, Oldchurch Hospital, Romford. Nick Wells from the Office of Health Economics on "AIDS: Don't die of ignorance". **Fife Branch, Pharmaceutical Society**, annual meeting, 7.45pm, Anthony's Hotel, Kirkcaldy. **Lanarkshire Branch, Pharmaceutical Society**, annual meeting and working dinner, 8pm, Old Mill Hotel, Motherwell. Guest speaker PSGB president. **Lincolnshire Branch, National Pharmaceutical Association**, 8pm, Lincoln County Hospital. NPA training officer Ailsa Benson: "Now that's better".

Wednesday, April 15

Edinburgh and Lothians Branch, Pharmaceutical Society, 7.45pm, Syntex Research Centre, Riccarton Campus, Heriot-Watt University, annual meeting and visit to Syntex.

Dorset Branch, National Pharmaceutical Association, 8pm, Dormy Hotel, Ferndown. Guest speaker NPA chairman Alan Facer.

Thursday, April 16

Halifax and District Branch, Pharmaceutical Society, annual meeting, 8pm, Hamilton's Restaurant, Lord Street, Halifax.

Advanced Information

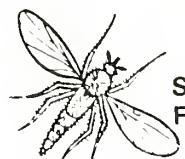
The Proprietary Articles Trade Association Annual meeting, May 14, The Connaught Rooms, Great Queen Street, London WC2B 5DA at 2pm. **UKCPA Workshop, Clinical Trials in Practice**, May 12, St James's University Hospital, Leeds. Registration fee £20 (members), £35 (non-members). Further details from Mr R. Swallow, Principal Pharmacist, St James's University Hospital, Beckett Street, Leeds.

be Prepared with

SHOO!
REG.

INSECT REPELLENT

NON-GREASY • ODOURLESS



SAFETY FIRST

FOR ALL OUTDOOR PURSUITS

SHOO! is guaranteed effective against all biting insects. SHOO! now contains an added protection to prevent defatting of the skin, and has no toluamide content. SHOO! is used by the Forestry Commission and many Public and Governmental bodies, The National Trust, etc. and has been successfully tested in China, the Middle East, Canada and South American rainforests. Available in display bottles of 30ml bottles and in trays of 12 boxes of 10 sachet wipes.

Made and distributed by A.P. Cumming Ltd, Woodside Laboratories, Blairmore, Argyll PA23 8TE. Telephone: 036 984 265. Sales in England, Wales & Ireland through Torbet Labs, Maidstone, Kent ME15 9QQ. Telephone: 0860 319350. Available through major wholesalers.

CLASSIFIED

Post to
Classified Advertisements,
Chemist & Druggist,
Benn Publications,
Sovereign Way, Tonbridge,
Kent TN9 1RW.
Telephone Tonbridge (0732)
364422. Telex 95132.

Publication date
Every Saturday
Copy date 4pm Tuesday prior
to publication date.
Cancellation deadline
5pm Monday prior to
publication date.

Display/Semi Display
£14.00 single column
centimetre, min 30mm.
Column width 42mm.
Half Page £700.00
(125mm x 180mm)
Quarter Page £350.00
(125mm x 88mm)

Box Numbers £3.00 extra
Available on request.
All rates subject to
standard VAT.
Ring Mike Gould Ext 476
for further information

Appointments



MACARTHY MEDICAL

Due to an internal promotion, Macarthy Medical has a vacancy at one of our largest depots for a

BRANCH MANAGER

Responsible for the overall management of this semiautonomous business, this Manager will continually develop the overall efficiency and profitability of the branch and fulfil an active role in the optimisation of sales for the branch.

This challenge will be of particular interest to experienced distribution managers, with relevant trade experience. We shall be seeking practical experience of sales, financial planning, IR and team building. Involvement with stand alone computers would be an advantage.

This position attracts a negotiable salary, a Ford Granada car and other large company benefits including relocation assistance where applicable.

*Interested applicants should apply with full career and salary details to:
The Divisional Personnel Manager, Macarthy Medical Ltd, Chesham House, Chesham Close
Romford, Essex RM1 4JX.*

Agents

DREAM NAILS LTD.
require

AGENTS

For a fabulous range of nail products and body jewellery, for all areas except London. 15% commission.

Phone: 01-553 3652

Stock for Sale

**GENERICs
GENERICs
GENERICs**
BEST PRICES

Please telephone for a price list.

**Wholesale Generics,
397 Acton Lane, Acton,
London W3**
Tel: 01-993 6409

THE FILM MAN

110x24 75p
135x24 70p and 80p
135x36 £1.10
126x24 55p
DISC 90p and £1

Good prices on Kodak, Fuji and Polaroid films.
Paper for minilabs supplied.

* Outdated 200 ASA
135x24s 45p.

**Phone: Dave Rothwell
on 0253 697094.**

**John Richardson
Computers Ltd**

NO. 1

- In Pharmacy Labelling
- In Auto-Order Stock Control
- In Customer Service
- In Systems Development

10% Discount to all NPA members

FREEPOST, Preston PR5 6BR Telephone: (0772) 323763

Labelling Programs

**AT LAST A LABELLING PROGRAM
THAT PUTS OTHERS IN THE SHADE!**

**For Your AMSTRAD PC1512
& IBM PC Compatibles**

Tel: 021 643 7144

SHADOW SOFT

Warwick Chambers
14 Corporation Street Birmingham B2 4RN.

ONLY
£99.95
plus VAT

Stock for Sale

SPECIAL PRICES ON:
Adalat AR (Retard) Tabs
Adalat 10mg Caps.
Prothiaden 75mg Tabs
Moducron Tabs
Imodium Caps

FOR
PRICE LIST
QUOTES

**LICENCED
P.I.'s
FOR HOME OR
EXPORT AT
COMPETITIVE
PRICES**

GENERAL ADVICE
PLEASE CONTACT:
MERVYN GREEN MPS

EURIMPHARM LTD

UNIT A6, 83 COPERS COPE ROAD,
BECKENHAM, KENT BR3 1NR
TEL: 01 658 2255 TELEX: 263832

Business for Sale

**IRISH REPUBLIC
— PHARMACY
FOR SALE**

Large modern pharmacy for sale in major town in Co. Donegal. Superior location. High turnover. Audited figures available. For confidential information please contact:

BOX C&D 3206.

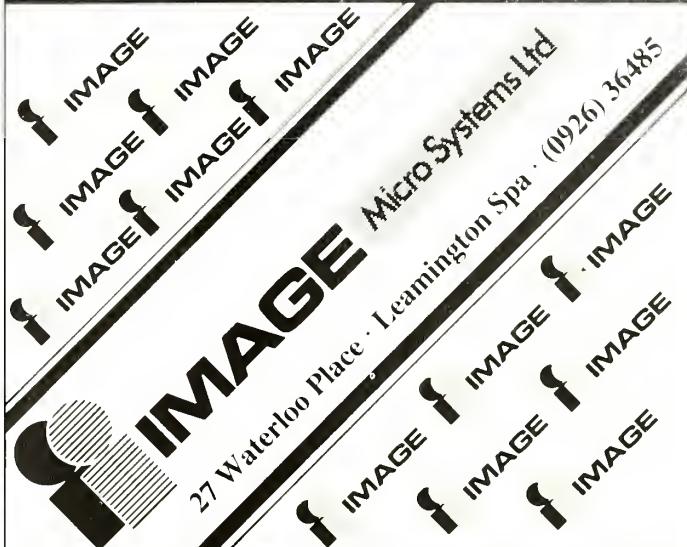
Labels

**PHARMACEUTICAL
COMPUTER LABELS
INTERESTED?**

Then try the small family firm for the personal touch.

Contact:
Mr. B.J. Dutton at
CHEMPRINT & PACKAGING
(LANCASHIRE), UNIT 2,
GILBERT PLACE,
BURSCOUGH IND. ESTATE,
BURSCOUGH, LANCS.
PHONE: 0704-895677

**Professional labelling systems
for the professional pharmacist**



**IMAGE SUPPORTS AMSTRAD, EPSON AND
IBM COMPATIBLE RANGE OF SYSTEMS**

Labels

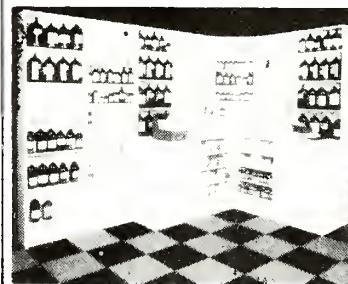
**PARK
PRINTING**

**FOR
LABELS**

DELIVERED IN 14 DAYS — OR NO CHARGE — THAT'S THE PARK PRINTING PLEDGE
Phone for details NOW 051-708 8800
Park Printing, 41-43 Parliament St., Liverpool L8 5RN.

Shopfitting

PHARMACY STORAGE



Shelf & Base Units

- Inexpensive
- Ready assembled
- Simple installation
- Numark recommended

Details from:
Rystone Contracts Co.,
Unit 4, Gresley Rd Ind Est,
Keighley BD21 5JG, W. Yorks.
Tel: 0535 661125

**EXDRUM
STOREFITTERS**

0626 · 834077

**COMPREHENSIVE DESIGN, MANUFACTURE AND
INSTALLATION SERVICE FOR THE RETAIL PHARMACY**

KING CHARLES BUSINESS PARK, OLD NEWTON ROAD, HEATHFIELD, DEVON, TQ12 6UY



Tales from the big black chair

Pharmacist Suzannah Harris won this week's round of the BBC's Mastermind series and a place in the semi-finals with the impressive score of 35 points.

Taking the lead with 19 points on her specialist subject "The life and novels of Nancy Mitford," DHSS pharmacist Suzannah, who works in the licensing department, went on to log a further 16 correct answers on general knowledge.

Society set

Seventeen candidates are standing for this year's election to the Pharmaceutical Society's Council.

They are David Allen, proprietor, Chigwell, Essex; Professor Arnold Beckett, Emeritus professor, Chelsea department of pharmacy, King's College, London; Dr Geoffrey Booth, senior lecturer, pharmacy practice research unit, University of Bradford and the Society's president; David Coleman, proprietor, Stalham, Norfolk; Douglas Davidson, managing director in community pharmacy, Blairgowrie; Marshall Davies, director of pharmacy services, Boots Co, Nottingham; Professor Peter Elworthy, self-employed pharmacist undertaking industrial, academic and pharmacy practice research work, Biddestone, near Chippenham; Charles Flynn, managing director and superintendent of C.H.A. Flynn Ltd, Isle of Man, and general secretary, British Pharmacists Association; Laurence Goldberg, district pharmaceutical officer, Salford and Trafford health authorities; Henry Howarth, community practice with Boots, Nottingham; Ann Lewis, barrister, district pharmaceutical officer, Chester and Halton health authorities; Arthur David Massam, barrister, secretary, Association of the British Pharmaceutical Industry; Dr Richard Poynter, director/manager, Solihull Pharmacy Ltd; Kenneth Rew, locum, Chepstow, Gwent; Linda Stone,

Her one embarrassing slip up came when she said "aqua forte" was sulphuric acid, not nitric acid. Now all pharmacists know that . . . don't they?

Later on that Sunday evening on BBC2's "Did you see?" Suzannah told of her first meeting with the programme producer when she answered most of the general knowledge questions wrongly. "I don't always look for outstanding knowledge", the producer explained, "but for the ability to cope with the pressure of sitting in that chair."

Describing the studio experience Suzannah said: "When you sit in the chair two spot lights make a tunnel of light with Magnus Magnusson sitting at the end. I imagine it's just like the Day of Judgment but with a different person asking different questions."

In the semi-finals, to be filmed on April 22, Suzannah will answer questions on another of her favourite topics — the films of Fred Astaire and Ginger Rogers. "At the moment it's like being back at school", she said. "You get in from work, eat tea, and then just revise."

locum, Sale, Cheshire; Robert Timson, pharmaceutical officer, Central Notts and Bassetlaw health authorities; Ewart Weaver, community pharmacist, partner in Barrett and Weaver Ltd, Portsmouth.

One of the seven retiring members of Council, Mr J.M. Brunt, has decided not to seek re-election. Voting papers will be posted mid-April for return by May 15.

Snow joke!

A British competitor came fourth in the slalom at the World Ski Cup for Pharmacists last week in France.

Devon locum Alan Haycocks had a combined time of 4 minutes 47 seconds for four races, 40 seconds behind the winner in his age group. Tony Davies, a proprietor from Sheffield, came 11th with a combined time of just under 10 minutes.

Joe Cotter, a proprietor from Liverpool, came 13th in a different age group for the giant slalom.

The slowest woman on the slopes was C&D's Contributing Editor, Adrienne de Mont, who had a combined time of 6 minutes 41 seconds for the four slalom races and won a bronze medal for coming third out of three in the cross-country!

Pharmacists interested in participating, or watching, next year should contact Madame Dominique Lecaillon, 15 Rue Armonville, 51100 Reims, France.



New Beauty Editor for C&D

Frances Quinn has been appointed Beauty Editor of *Chemist & Druggist*.

Born in London, Frances obtained a degree in English at Cambridge University. She joined C&D in July 1986, having previously worked for *Education Equipment*, a magazine for schools.

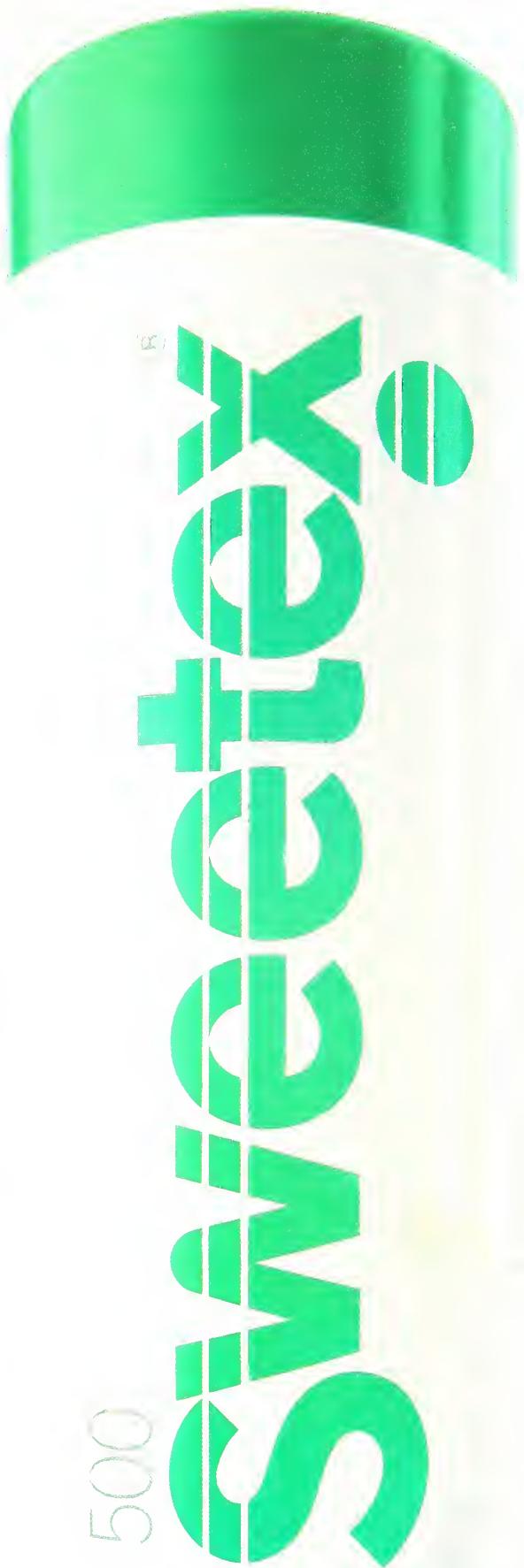
Frances is responsible for the weekly **Counterpoints** section, as well as beauty-related features.

And Jenny Filder has been appointed a C&D Reporter. She joined the magazine in September 1986, having graduated from University College, Cardiff with a degree in English and Psychology, and a diploma in Journalism Studies.

Beecham: John Hunter, is appointed chairman, Beecham Products — Europe and International. He joined Beecham in 1957 as a management trainee and he has been a main board director and chairman of the food and drink division since 1984, and chairman of Beecham Products International Division since 1986.

DEATH

Harry Carroll Elliott. on April 3 aged 90. *Mervyn Madge* writes: Plymouth has lost its oldest pharmacist. Harry apprenticed at the now vanished Condy U'ren pharmacy and after World War I he studied at the Clapham College of Pharmacy, qualifying in 1922. After holding several appointments in London he became manager of the Co-op pharmacy at Yelverton near Plymouth. At 65 he was compulsorily retired, but during that time his service and caring for the community earned him the highest respect and esteem of doctors, nurses and the public. Harry then became manager of the Kirkness pharmacy at Woodford, Plympton, until it closed. He was doing locums until he was 85. He is survived by his twin brother to whom sympathy is extended.



The biggest sweetener in the business

Without a doubt, Sweetex is the brand leader in Chemist and Drug.

Fact is, it has a 35% share.* And it's still growing.

It's the no-calorie sweetener that's full of consumer awareness. (More than any other brand).

So while your customers are saving on calories with Sweetex, we're spending a massive £2 million on an 8 month, continuous national TV advertising campaign.

No wonder more and more chemists are switching to Sweetex.

SENOKOT - THE BIGGEST-SELLING AND MOST RECOMMENDED LAXATIVE BRAND IN PHARMACY.

- No 1 selling branded laxative – 21.9% market share¹
- No 1 recommended brand – 53% of all pharmacy recommendation for laxatives²
- One of the top 20 selling brands in OTC medicine³



Most-supported laxative brand in pharmacy

Senokot is being advertised nationally in women's magazines, and a new television campaign breaks regionally throughout 1987. Total advertising spend in 1987 will be \$400,000.

Thirty years of effective use

Senokot has been recommended successfully for more than thirty years by doctors and pharmacists for the safe, gentle and effective relief

of constipation. 125 million doses are sold yearly through pharmacy.

Nature's answer for constipation – in convenient forms

Senokot contains a laxative ingredient derived from the senna plant, which has been used for centuries for the treatment of constipation. In Senokot it is provided in easy-to-take forms, either as tablets, granules or syrup.



A Reckitt & Colman Pharmacy Product.

References: 1 & 3. IMS Home Medicine Report. 2. Martin-Hamblin Research.